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See also page 9

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for

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## THIS MONTH AND NEXT

**T**HREE is more than usual of interest in this issue. First we introduce two new contributors, experts in their fields, who we hope will be with us for many months. You will hope so, too, after you read the articles by Mrs. Larison and Miss Wall. Washington comes through with the new tax bill and a definite statement from the Trade Commission on The "Paris" Label. Mr. Fairman sees danger in the "Ice Age." Mr. Cowling returns with an interesting discussion of trends which goes for toilet preparations as well as for perfumes, the author's specialty. In Chicago they had a Packaging Exposition and it was a good one as things done in Chicago usually are. Coming is something on the multiplicity of items. Also next month, the A. M. T. A. program and an article on co-operative work by one who knows. You will read this issue and you don't dare miss the next one!

# The American Perfumer and Essential Oil Review

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VOL. XXVII

No. 1

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# The American Perfumer

## and Essential Oil Review

MARCH, 1932

Established 1906

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Vol. XXVII No. 1

## Revenue Measure Before Congress

*Plan for Increased Corporation and Income  
Levies and Manufacturers' Sales Tax  
Is Presented*

WASHINGTON, March 9.—The House Ways and Means Committee, under the leadership of Chairman Charles R. Crisp, has reported a tax bill designed to yield necessary added revenues for the Government without the imposition of any unfair levies.

Despite great pressure, the bill came through without special "luxury" taxes or any specific burdens placed on manufacturers of essential oils, flavoring extracts and perfumers other than those shared by the great majority of industries.

When the bill has become a law, corporations will be taxed 13 per cent on income, instead of 12 per cent, and manufacturers will be taxed an additional 2½ per cent of their gross sales, as the bill now stands. However, many steps are yet to be taken before it becomes a law and drastic changes may be made, although this now appears improbable.

Debate on the tax bill will begin in the House tomorrow. It will be held under the five-minute rule, limiting members to speeches of that length on the main bill or proposed amendments, but, even so, this debate is expected to last well into next week, following which a vote will be taken.

When the bill reaches the Senate there will be considerable other delay, as the finance committee may decide to hold its own hearings and, even without that prospective delay, the Senate debate will be lengthy.

In the Senate the sales tax will have the support of Senator Reed Smoot, chairman of the finance committee and other influential Republican leaders, and while it may be approved, there will be strong opposition. There already has been manifested a strong

disposition among Democrats and insurgent Republicans to oppose this type of tax, on the ground that it will work hardship on the bulk of the population. These Senators among the opposition would raise income taxes in the higher brackets to unprecedented heights to gain needed revenues.

Readers of THE AMERICAN PERFUMER will be especially interested in the section of the bill, as it now stands, known as Title IV, providing for the imposition of manufacturers' excise taxes. Under this title the tax of 2½ per cent is imposed "in addition to any other tax or duty imposed by law" on licensed manufacturers except:

(1) Sales by a licensed manufacturer to another licensed manufacturer, of articles for further manufacture;

(2) Sales by a licensed manufacturer to a registered dealer, of articles for further manufacture to be resold to a licensed manufacturer.

(3) Sales for exportation.

Section "b" of this title provides that on imported articles the same tax shall be levied unless articles are imported for further manufacture. Thus essential oils, imported to be used in the manufacture of flavoring extracts and toilet articles, would be exempt.

Importers of perfumes or other finished products will be subject to the same tax as are domestic manufacturers, the tax in their case being collected in much the same manner as present import duties, although technically it is a separate levy. This tax will be levied on the basis of dutiable value plus the customs duties, being in the nature of an additional *ad valorem* duty but not termed such obviously for the purpose of avoiding "favored nation" clauses in tariff treaties.



"Such tax shall be imposed in full," states the bill, "notwithstanding any provision of law or treaty granting exemption from or reduction of duties to products of any possession of the United States or of any country."

The broadest possible administrative powers under this provision are given to the Treasury Department, one paragraph of the regulations reading as follows:

"If the commissioner determines that it is not necessary in the interests of the revenue to trace the identity of articles of class in the hands of registered dealers, the regulations may provide a method for determining the proper tax liability of registered dealers with respect to articles of that class without regard to the identity of the individual articles."

It is apparent that manufacturers of toilet articles probably were saved from suffering severe taxation through the activities of various trade associations which pleaded with the Ways and Means Committee not to create a basis for the unfair singling out of individual items in this bill. Their strength was sufficient to overcome demands by Representative Fiorello H. La Guardia (R., N. Y.) that special levies be made on cosmetics. However, the fight may have to be conducted all over again when the bill reaches the Senate.

THE AMERICAN PERFUMER also conducted a successful fight to prevent the levying of a special tax on non-beverage and specially denatured alcohol. On Feb. 24 it wired Mr. Crisp as follows:

"We are advised your committee is seriously considering taxes on non-beverage alcohol and especially denatured alcohol. Since 1906 there has been no tax upon these products and as a result several important industries have prospered greatly, employing much labor and selling their goods in all parts of the world.

"The imposition of a tax on non-beverage and specially denatured alcohol which are essential raw materials in the manufacture of medicines, toilet preparations, flavoring extracts and numerous other products would place intolerable burden on manufacturers of these products, greatly reduce their sale and curtail employment of labor by them. We respectfully urge your committee to take no action looking toward a tax on these important products."

#### South Africa to Produce Own "Eau de Cologne"

Following successful experiments by the Co-operative Wine Growers Association at Paarl, local interests have entered on the manufacture of several products similar to the well-known "Eau de Cologne" and expect to have them on sale by the beginning of 1932. Distribution will be confined for the time being to the Western Province and will be in the hands of one of the large wholesale and retail pharmaceutical houses. These locally made products are said to compete well both in quality and price with the imported. Two brands will be manufactured, one to be marketed under the name "Eau de Cologne," and the other "Eau de l'Afrique." They will be close to 99 per cent South African, being made from the Union spirits and citrus fruits. Only about one per cent of essential oils, not procurable in the Union, has to be imported.—(Assistant Trade Commissioner D. G. Clark, Johannesburg).

#### Convention Plans of A. M. T. A.

PLANS are rapidly being brought into shape for the annual convention of the American Manufacturers of Toilet Articles which will be held in New York City April 26, 27 and 28. At a recent meeting of the Executive Board it was decided that the convention would take place at the Ambassador Hotel where splendid facilities for the annual meeting will be available.

The entertainment committee, under the chairmanship of Frank J. Lynch, is proceeding with plans for the entertainment. As usual, a theater party and supper dance will be the feature for the first evening of the convention, and the committee has secured tickets for the new Ziegfeld show "Hot-Cha." The party will be taken under police escort from the hotel to the theater and back.

Wednesday evening has been left open for the members and their guests so that they may arrange their own entertainment program, and the annual banquet will be held the closing evening of the three-day meeting.

The entertainment committee urgently desires those who expect to attend the convention to make reservations at the earliest possible moment in order that facilities may be provided at the hotel. It may be necessary to limit attendance at some of the entertainment affairs and for this reason early reservations are desirable from the standpoint of the members themselves.

The entertainment committee will also provide luncheons immediately preceding each afternoon business session. Details of the business program cannot be announced as yet, but it is planned to have speakers of national importance on merchandising, advertising and packaging problems which this year loom larger than ever before. Further details and program of the business meetings will be published in our April issue immediately before the convention.

#### Argentine Trade Mark Decision

The Argentine Supreme Court recently handed down a decision to the effect that holders of registered trade marks in that country might prohibit the importation of goods bearing their marks through any other channels than themselves. Since many American companies have registered their trade marks in Argentina in the name of their local representatives, this means that such registration constitutes in effect an exclusive agency agreement. Care should be taken, however, that contracts covering such agencies and registrations be worded so that in the event of the termination of the agency the local agent will no longer be able to stop importation of the products through his rights in the trade mark as upheld under this important decision.

#### Shaving Soaps Increase in Favor in Japan

Shaving soaps are gradually displacing the use of ordinary soap for this purpose. Displays in the local shops in the Kobe-Osaka market indicate that the United States is far ahead of all other foreign countries in this line. Little shaving soap is manufactured locally.—(Consul E. R. Dickover, Kobe).

# A Trend in Perfumes?

*Is There Such a Thing and If So What Causes*

*It and How Can it Be Utilized?*

by Donald S. Cowling

“YOU can’t make a woman like a perfume by telling her it is one she should use,” said a department store buyer the other day.

That’s true, of course. You can’t make her like it, but can you make her buy it anyway? What is behind the record of adulation and acceptance for certain perfumes, and indifference and speedy oblivion for others apparently as well contrived and sponsored?

Every perfume salesman has at some time or other heard a buyer say, “The trend in perfume buying today is toward light bouquets; or to straight flower odors, or to whatever-the-case-may-be.” How near right are the buyers who say that? How much does anybody know about a “trend” in women’s fancy? Granting for the moment that there is such a thing, just what determines that trend?

Let us examine for a moment a few of the causes that impel a woman to approach a toilet goods counter and ask to try a certain perfume. First, I would list the fact that she has heard about it from someone. Word of mouth advertising. Perhaps a friend has asked her if she likes it, or she has heard that a famous perfumer or coutourier has brought out a new scent. Perhaps she has been intrigued by a seductive name, or has become aware of a fragrant aura about one of her friends, asked its name, and wishes to examine more closely the perfume itself.

Following these most potent reasons for her interest, she may have seen an advertisement, or mention of the new fragrance in one of her magazines, she has been attracted by a display in the store windows or on the counter, or finally she may be one of those restless souls ever in quest of “What’s new?”

In any case there she is at the counter, her hand outstretched for the applicator rod of the tester bottle, her dainty nostrils aquiver and her entire being agog with the expectancy of a thrill. Now, then, for

the “trend.” We can tell with a certain degree of accuracy the types of perfume that she will not like, but what determines the type of scent she will like?

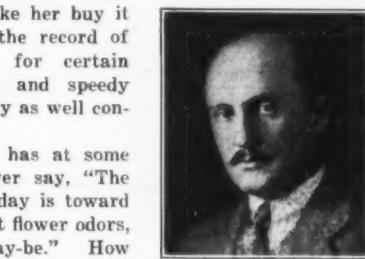
Can anyone say definitely that in March, 1932, a certain type of scent will appeal to a majority of women, and in March, 1934, a combination of totally different bases, aromatics and pungencies will be required to achieve that same degree of preference? Style trends in women’s apparel are pretty definitely worked out in advance. Fashion headquarters in Paris decrees that next year skirts will be longer, or shorter, arms will be exposed or covered, and whether with a bit of protest or no, women generally bow to the edict

and like it. The matter of personal preference is largely limited to variations in fabrics and colors—the basic structure is predetermined.

Does that hold true in perfumes?

The originator of the line of perfumes in which I am most interested, holds that the selection of perfumes should be a matter of individual taste. He endeavors to provide in his line what might be termed a series of scents—ranging from deep, heavy perfumes to light, delicate floral bouquets, believing as he does that any type of woman can use any type of perfume, provided only that she use discretion and judgment as to the time and place where she is to appear, and the conditions surrounding that appearance. We know that the fragrance which is delightfully appealing at the football stadium may give a totally different reaction in the hot, crowded ballroom that evening. But it is

only too evident at times that the average woman does not choose her perfumes with such a thought in mind. She purchases one perfume because it is the one she hears most about, because it is apparently the one most in vogue at the moment, and douses it indiscriminately on her fur coat in the morning, her chiffon evening dress, and, alas, even upon her nightie or pajamas.



CIGARETTE MAKERS DEVELOP THE “TREND” WITH  
LIGHTS ON BRILLIANT BROADWAY

Now that I've got this far it looks as though I have to all intents and purposes answered my own questions. The average woman buys a perfume because it is the one apparently in vogue at the time of her purchase—the one she hears most about. But what determines that vogue? Is it that the scent of the perfume itself is most appealing to a majority of women, or can the manufacturing perfumers, like fashion headquarters in Paris, determine what women shall buy and go ahead and make them buy it?

Look for the moment at the "popular" brands of cigarettes which retail for 15c per package of twenty cigarettes. Realizing that this price covers six cents revenue tax, the cost of carton, package, paper, printing, labels and cellophane, the cost of manufacturing the cigarettes themselves, and the grower's, tobacco jobber's, manufacturer's, cigarette jobber's and retailer's profits, deep down within me a tiny question as to the veracity of the claims that no cigarettes can be better raises itself. Yet untold millions of those cigarettes are sold every year, and should you inquire you would find no lack of women to tell you that they really prefer them.

Do they? One wonders! Do women purchase those "gaspers" because they really feel that only in them is to be found the soothing comfort, the solace, the gay recklessness, or whatever it is that women expect to find in tobacco; or again, do they ask for them at the cigarette counter because those are the cigarettes they hear most about? The cigarette manufacturers themselves seem not to have much doubt about the question, or rather they eliminate the question altogether. Look out of your window right now, and the chances are that you will see a sign extolling the merits of one of those brands, or maybe not praising them at all—just reminding you of them. Go home tonight in the subway, "el," street car, or drive—you will not lack, wherever you are, reminders of this or that cigarette—the Best, the Finest, none can be better—all seemingly about the same, and all being retailed, profitably, we may infer, for less than a cent apiece.

#### Is It Advertising?

Now our friends from the advertising agencies will step forward and take a bow. "Advertising does it," they will say. "Advertising will answer those questions for you—millions of dollars worth of advertising will solve your problems. If you'll advertise largely enough, and keep it up unremittingly, you can so popularize your product that you'll know just what your acceptance will be, and pretty definitely what to expect, so long as you keep up your campaigns."

That may be true so far as cigarettes are concerned, but we can't believe that the theory would hold good with perfumes. Many women have no objection to being standardized where their smokes are concerned, but we can't ever believe that they all want to—shall we say, emanate a universal fragrance.

We're up against the undeniable fact that perfume is very much an individual matter. A whole army of women will smoke the same brand of cigarettes, thrill to the dulcet tones of the same crooner, even wear the same basic design in gowns, so long as that design may be relieved by variations in color and trimming, but one can imagine the consternation of any gathering

of women should they all be found to be using the same perfume.

It has been said that perfume and music are alike psychologically. Certain harmonies produce, or are supposed to produce, measurable reactions. Certainly the masterpieces of music are not produced by rote, by following set formulas, with only variations from a common theme to denote novelty. Much music is produced that way, of course, and equally so are many perfumes thrust onto the market with no more of genius or thought behind them, but it is safe to say that very few yachts and villas on the Riviera are acquired from the income of that kind of perfume.

The tragedy of any perfume is that regardless of its perfection it has only a comparatively brief span of life. In fact, the more quickly a blend achieves popularity by just that much does it hasten its own demise. Some of the finest perfumes of the past, blends that were once beloved by every belle, are now either completely off the market or collecting dust in a few widely scattered stockrooms. But all that is history, and only too well known to all of us. What concerns us now is, are there trends in public preference for perfumes? Have exquisite fragrances been outmoded because of a trend away from the type of perfume they represented, if they did represent a type? If there is a trend, is it directed, or does it just happen?

#### The Reason for Success

Personally I don't believe that there is, or ever has been, such a thing as a definite trend in women's fancy where perfumes are concerned. Certain blends have from time to time achieved an unwonted and surprising popularity due to various extraneous circumstances, but that this unexpected popularity indicated a trend toward the particular type of fragrance represented by the scent in question I am inclined to doubt.

It is generally believed by the average ultimate consumer of every type of merchandise that the one which is outstanding in its particular field is the "best." School children are taught that the heroes of history attained their eminence because of sterling qualities assiduously cultivated from early youth. A senator or a mayor of a great city tours the country and is received with homage and brass bands. Are these honors accorded because the quality of the hero in question is actually superior to that of his fellows? Are we to believe that the "popular" brands of cigarettes, the plays and movies enjoying the greatest attendance, are the best in their respective fields?

It is easy to say that these various articles of humanity and commerce attain their prominence because they are the most satisfactory to the public taste, but that statement will hardly wash, as Mark Twain used to say. There are a lot of senators and mayors in this fair land of ours who arrived at their high estate for other reasons than that they are more intelligent, more industrious, more noble, and more nearly satisfying to the public demand for high quality than their fellows, and certainly we can hold a similar belief about various outstanding articles of merchandise.

I believe that of all business we of the perfume industry have the best chance to attain prominence for our product through actual intrinsic worth and high

(Continued on Page 15)

# The Custom Made Package

*A Discussion of Design, Practicability, Style*

*and How to Attain Them*

*by Ruth Hooper Larison*

THIS industry known as "Packaging" has crept up on us almost unaware! When one glances back at the general average of packages on the toilet goods market fifteen or even ten years ago one is amazed by the distance we have traveled since then. This packaging virus has worked fast and almost silently, up to the present. And yet, today, we are all package-conscious.

The willing and enthusiastic response of the public to the first steps of restyling has actually forced upon the manufacturer the present state of affairs. The writer knows of cases where customers have inquired over the counter if so-and-so's line would be restyled! Today finds the manufacturer trying to keep up with public demand and continually stubbing his toes on the snags of consumer acceptance simply because the industry is still so new that little is definitely known about packaging.

A good product in a "home-made" package stands a poor chance of volume business if launched on the present sea of toilet goods. On the other hand, there are some outstanding important lines and single products which have gained their popularity over a long period of time and which are determined not to change the package. Some of them are undoubtedly right. Their decisions aren't based on an arbitrary stand, however, but upon the proof that their packages have always been *right* and are as distinctive today as a Paris hat fresh from its bandbox.

## Applying the Yardstick

When planning the packaging of a new product or the restyling of an old product a definite routine can be followed. It is a blazed path, now, by which one can avoid unnecessary labor and untold mistakes. By applying this same routine to any package, we have a yardstick by which to measure both the other fellow's job and our own. Let us visualize this routine in an easily-remembered manner. Every package is a pyramid (metaphorically speaking) with a four-cornered base equidistant from the center. The center is the product and the pyramid builds up to the apex which is the sale. If one corner is off alignment the apex will not be centered and the structure will be insecure. The four corners are the four salient duties of every good package. They are:

- 1—practicability in manufacturing.
- 2—practicability in filling, packing and shipping.
- 3—good display qualities and practicability from the dealer's point of view.

4—beauty, utility and practicability for the consumer. In other words beauty alone isn't enough. A clever packaging idea alone isn't enough. Practical features must be built into that package from the first step to the last.

Now that we have visualized the complete package as a pyramid let us go back and study each part of the whole so that the package will be perfectly balanced and can drive through to the ultimate sale on its own merits. Don't send the product out with a handicap!

## The Product

First consider the product: it is up to the manufacturer to create a product which will live up to its claims according to the standards of present day scientific knowledge. Its usefulness must be determined and assured beforehand as far as the consumer is concerned. Let us hope it has been named wisely, for the name, too, is a part of the package. Now let us start building out from the product and creating a package around it, always bearing in mind that the actual product or its use must in some way be expressed in every step of the package.

The first pitfall to be avoided in present day styling is a dating flavor. You might just as well have stamped "1930" on a package restyled two years ago if, today, it begins to look a bit timeworn and shoddy. The perfect package—if there can be such a thing—will be as timeless as a Greek marble or a Ming vase. This problem in packaging makes us sharpen both our wits and our pencils!

## The Container Makers' Part

The container, glass, tin, paper, plastic, pottery or wood, must be economical to make. If the designer has a clever idea which is later found impractical from a manufacturing point of view he has to start all over again at the beginning when the "clever idea" is brushed aside. On the other hand, if he is thoroughly familiar with the possibilities and limitations of the manufacturing job he will evolve an idea which will both express the product and also tie in with sound manufacturing practice. Container manufacturers have, today, an unusually fine group of standard containers available in any size lots without entailing private moulds. These standard or stock containers are almost without exception simple in line and well designed. They can be manufactured at a profit, sold at a low cost, and shipped safely. They can be filled and packed economically and displayed artistically by the dealer.

A manufacturer who does not desire to appropriate





THE QUINLAN PACKAGES WHICH THE AUTHOR HIGHLY COMMENDS

large sums of money to package a new or test product or restyle old products is wise to use stock containers. He will make his appropriation show for more by putting the additional amount into good quality closures, labels and displays.

If, on the other hand, a manufacturer desires utterly unique containers made to his own or his designer's specifications he must appropriate for private moulds. Call in the container manufacturer right from the beginning and let him add the benefit of his years of experience. Container manufacturers are daily improving the service they can offer the buyer because they are continually solving packaging problems.

Since glass bottles and jars are most widely used as toilet goods containers for lotions, liquids and creams let us first turn our attention in this direction. In creating a unique design for a bottle, remember it must be well proportioned, made easy to handle and steady on its base. In the accompanying illustration is a private mould bottle used by Kathleen Mary Quinlan which combines rare beauty of line with this very practical feature of stability. If the sides of the bottle had been made any more oblique this valuable point would have been missed. And yet how small a change was necessary from a perfectly square bottle to accomplish such distinctiveness! The same rule holds for an opal or glass jar. It must balance easily. Such containers are handled too frequently to risk the accident of tipping and spilling.

The cap or closure should be determined together with the shape and size of the container. We can all recall those caps which looked like little derbies on big men! They struck a discord on our natural sense of harmony. The shape, height and diameter of the closure should bear a harmonious relation to the container. The two should merge into a pleasing unit.

snugly over the shoulder so that the eye sees one continuous line from the top of the cap to the base of the jar. The Quinlan jar is a happy example of this feature. Let the cap be only a few millimeters too large on its external circumference and again the eye rebels at the broken line. The cap may, of course, be domed or perfectly flat across the top. Or one can go further and have an artistic design in high relief to give a novel appearance. These packages are merely illustrative of the many splendid ones produced by the package makers from all materials.

The opening of the container must be accessible from a filling point of view. The viscosity of the product may need to be tested in that particular bottle opening size on the filling machines in use. For such considerations the plant superintendent's opinion (and often tests by him) are valuable. He belongs on the packaging committee from the start. He has his problems to meet when the finished container is delivered to his door. Particularly if the container is to be so designed that new machinery for filling, wrapping or packing is necessary. In short, that container must measure up to his factory requirements no matter how unique or beautiful it may appear to the customer.

Another point which needs checking up is the opening of the cream jars. Fingers must easily slip in and out. There should be no corners, creases or crevices in which the cream can lodge and become inaccessible or even difficult to reach. There must be no rough edges. There is also another reason for avoiding crevices. The difficulty of filling jars which do not have accessible interior walls often results in only partially filled containers; and customers resent this very much.

Another phase of packaging which needs consideration during the plaster cast stage is the label. The

My own experience has led me to have plaster builders leave off the actual neck of the bottle or jar so that I can try a variety of caps or cap models in order to select the one most pleasing without having to mutilate the plaster cast. If, however, the neck is already there and a cap will not fit over it the plaster can be rubbed down with coarse sandpaper to the desired diameter. Again I wish to call attention to the closure on the Quinlan bottle illustrated. The bottle is square and the cap is round, yet a definite harmony exists between the two because the slant of the vertical sides of the bottle and cap form practically parallel lines or are slanted at the same angle. There are no conflicting angles to disturb the eye. Another example is the squat opal jar, a standard shape today. It cries out for a cap which will come absolutely flush with the side of the jar and fit down

shape and style of the label should be ascertained while working with the model. The place on the jar or bottle where the label is to be applied should be decided upon. Later, make whatever plans are necessary to guarantee exactly the same position for that label when the package goes into production because sloppily and inaccurately placed labels give the entire package a careless appearance and are almost invariably noticed by the customer.

Avoid placing a label on a square package so that it goes around one of the corners as this adds to the difficulty of labeling and permits the labels to be rubbed off easily. Another point to bear in mind is the elimination of unnecessary labels. We have seen packages that carried one label right about the other and doubled the labeling process. One complete wrap-around label for a container whose circumference is perfectly smooth and even, affords ample room for a long copy story, where it is necessary, and such a label is easily applied. Another method favored by many fine houses is that of using recessed bottoms on cream jars for direction labels and thus eliminating anything on the face label but the artistic atmosphere of the product together with its distinctive coloring and design. Any additional features such as ribbons, seals, cellulose caps on bottles, etc., etc., should also be considered at this plaster cast stage.

So far we have discussed some of the outstanding points of practicability in manufacturing, filling, packing and shipping. Let us turn our attention to display features of the package and the eye appeal to the consumer. I want to sketch these points in broad outlines at this time and in a later article I hope to analyze them in detail. But we must be quite thoroughly aware of them throughout our packaging plan.

#### The Display Features

First of all comes the use of color. So much that is constructive has been said and written on this subject that it seems almost unnecessary to cover the ground again and yet from time to time new products make their bow on an already crowded stage lacking the very rudiments of color psychology. The use of color is both an art and a science. If you haven't the artistic seventh sense of color you can come to it by way of the scientific approach which actually proves and confirms the color sense which some people instinctively possess. It is like doing an involved calculation on paper and then checking it on a slide rule. The colors used on a package need not blend—they should often contrast—but they *must* work harmoniously together.

#### British Honduras Good Customer for American Toiletries

For years this colony has done its largest business in toiletries with the United States, a trade showing fairly steady growth. Despite the disruption to business caused by the hurricane last September, purchases of American soaps and toilet preparations in 1931 reached \$37,000 during the first 11 months, just 8 per cent behind the peak of the year before. Leading preparations were dental creams, hair dressings and shampoos, and talcum powders.

gether. A risky combination, for instance would be the use of a red and a purple where the red that goes to make up the purple belongs to a different family of reds than the single red. It is true that some customers may not detect this discord but the majority of people react unpleasantly to it.

If one product only is being packaged more liberties can be taken with the color scheme than when a group of products are brought out as a unit and sold as a unit. A treatment line, for instance, including anywhere from four to twenty or more items would look like a counter display on the customer's dressing table if the designs and colors were too prominent. Simplicity is always the best friend of the designer,—simplicity in line, shape and color scheme. Such products wear well and actually grow upon one.

Names of products and copy are no longer sprawled all over a package but conservatively employed as part of the design. However they must be legible. If the salesgirl makes the mistake of handing out the wrong jar in a line that carries four creams two out of ten times, it is likely that there is something wrong with that label! Sketches for labels should be carefully tested for legibility at arm's length . . . across the width of a counter and four or six feet away as well. When lettering on labels is hand drawn caution the artist to keep within the limitations of legibility at the same time that he is striving for an artistic effect. When type is used be somewhat guided by the label manufacturer who has gone through the mill of impractical labels and learned from his experience.

By checking up the package in this way before it is produced one can achieve a truly "custom-made" product. For the purpose of examining analytically the product already on the market, these points can be the guideposts along the way. They are the yardstick by which any one can measure the value of a package if he will only think straight and lay aside his personal preferences for the time being. And that brings up just one more important point. Being guided by personal likes and dislikes rather than a knowledge of consumer acceptance is often an unsound point of view. The designer who is prevailed upon to please the "boss" seldom pleases the public because the "boss" is a long way from public opinion and sometimes has ideas much too sophisticated or individualized to suit the masses. The true boss of the package designer—whether the designer be the manufacturer himself or someone from outside—is the general public—and bless their hearts, they do know a good package when they see it!

#### South Africa Favors Foreign Toilet and Shaving Soaps

With 25 factories of their own turning out soaps of various kinds, valued at close to \$10,000,000, South Africans still show a great liking for important shaving creams, sticks and powders as well as fine toilet soaps, importing over half a million dollars' worth. American soap exports to this market were \$93,000 in 1930, toilet soaps making up \$39,000 and shaving creams \$14,000 of this total. Major imports come from Great Britain, but the American share is growing.

# Recent Product Developments

**I**N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

## Shairvelle Products

The accompanying photograph depicts the attractive type of jar with an unusual and unique method of labeling chosen as the container for the new "Shairvelle" creams put out by Anthony Joseph, New York City. The jar is green with black plastic top and black lettering and motif trade mark burned into the jar, thus forming the label. Directions for use on the back of the jar are also burned in in black letters forming a pleasing contrast.



## Peggy Sage Repackages Nail Preparations

New packages as well as several new shades of nail polish characterize the latest development of the Peggy Sage products.



and cuticle remover. The latest and smart shades are those to match the jewelry worn, and include pink pearl, sapphire blue, bronze, jade green, onyx and amethyst. Gold and white pearl tips is a new feature.

## Empress Nail Polish Display

The Empress Mfg. Co., New York City, has devel-



oped the display platform shown in the accompanying photograph for its nail polish and polish remover. The color scheme of the case is black and silver which harmonizes with the black molded plastic caps.

## Tre-Jur Novelties

The House of Tre-Jur, New York City, has added to its attractive line a new loose powder vanity and a beautiful French enameled box for bath powder, with a miniature set in the top.



These new items are shown in the accompanying photograph. The new vanities come in single and double and in either loose powder or cake. The powder boxes come in the various shades so popular now for bathrooms.

## Volupté Brilliantine Kit

The Volupté Brilliantine kit of the Superior Products Co., New York City, is designed to solve the problem of proper hair grooming while traveling especially as it is leak proof. The brilliantine comes in two types, the one for brunettes and the other for blondes. Volupté advises us that this is "a fine blend of mineral and vegetable oils, delicately scented; a scientific hair food and not merely a dressing."

## Helena Hair Preparations

Two new products have been developed and are being merchandised under the name of Helena Hair Preparations, New York City. As the photograph indicates these are Pine Oil Shampoo and Violet Ray Treated Vitamin D Dandruff Lotion. Both are attractively packaged in substantial stock bottles with black plastic tops. Green and silver with black type forms a decorative label. These products are being demonstrated in the department stores of the East.



### "Bes-Tone" Hair Dyes

The Bes-Tone Laboratories, Ltd., New York City, have recently presented its "Bes-Tone" hair dyes. These, as the name implies, the company states, give the best possible tone to the hair.

The chemical experts responsible for these products, Bes-Tone writes, took every precaution counselled by their experience to keep this coloring safe and harmless, since safety is of paramount importance in any hair coloring. The line consists of twenty different tones, ranging from blacks through drab browns, drab blondes, auburns, warm browns to golden.



### "Mi 31" Toothpaste

The United Drug Co., Boston, Mass., has just placed on the market its "Mi 31" toothpaste in a new and substantial container. This collapsible tube shown in the accompanying illustration is developed in black and green with octagonal caps molded of blended green and black plastic to harmonize.

The company is to be congratulated upon this striking and unusual designed tube.



### Eugene Packages for Retail Sales



Eugene, Ltd., New York City, has developed the package shown herewith for its setting lotion and shampoo for distribution through department and drug stores. This is a distinct deviation from its former policy of selling its products only through beauty shops. The selling campaign backing up this new venture consists of an extensive radio broadcast, known as Eugene International Revue, which comes over the Columbia and National networks three times a week and includes fifty-two broadcasting stations.

### Marie Earle's New Size Packages



Due to the great demand for smaller sizes in the Marie Earle finishing cream and cucumber emulsion the two packages, the flat green plastic container for the finishing cream and the smaller size typical Marie Earle jar have

been developed. Another addition to the line is a new shade of lipstick, "Vivid" designed especially to be worn with the new spring prints.

### Barbara Gould Adds Hair Preparations

Barbara Gould, Ltd., New York City, has added to its attractive line of cosmetics a set of hair preparations, consisting of a hair tonic, shampoo and a hair ointment. These are packaged in characteristic Barbara Gould containers, featuring the red and cream of the other items of the line. Substantial bottles with red plastic tops carry out the color scheme in the hair tonic and shampoo, and an attractive ivory cream tube with red and black lettering and a red top is used for the ointment. These items may be purchased separately or in sets of three.



### Evening in Paris Soap

The latest addition to the "Evening in Paris" line is soap, in both the bath size and the hand. The bath size is packaged three to the box, with the characteristic blue and silver outer cover and the hand size, six to the box. The product itself is a mauve shade and scented with the well known and intriguing "Evening in Paris" odor.



### DuBarry Eye Shadow and Lash Beauty

The "DuBarry" paste eye shadow and lash beauty in new metal containers featuring the design characteristic of the "DuBarry" line are shown in the accompanying photograph. The former is an addition in a convenient size package for the purse.

The "Deauville" compact shown at the left of the illustration shows the new development in loose powder.



# Should Advertising Claims Be Curbed?

*Over-Emphasis and Destructive Methods Should Engage the Industry's Careful Attention*

by Florence E. Wall

**I**N the business outlook for 1932, the current rumblings of a move to re-establish the war-time measure of a tax on cosmetics and toiletries are creating a stir among those engaged in the business of beauty and beautification. Some gloomily foresee total ruin; some resent any added cause for depression in what has held its own surprisingly well to date; still others feel that it will make little difference, basing their confidence on what is alleged to be the one unchanging, dependable attribute of woman—her vanity.

This is indeed sweet optimism, in which we all should like to agree, but if the cosmetic business is not to suffer from the imposition of this impending tax, the contributing reasons will be many, and the mere vanity of woman will be one of the least considerable.

Since 1922, when the "luxury" tax was removed from cosmetics and toiletries, there has been a surprising change in the attitude of the public toward all these things. The causes are so closely interwoven that it is a little difficult to trace their sequence, but the very first and most important is, of course, the vast improvement in the cosmetics which had been available during the preceding decade.

One does not need a very long memory to recall those days just before the war when the new "natural" cosmetics were introduced. The alacrity with which they were bought and used by constantly increasing numbers of women was some indication of the pent-up demand that had been accumulating. And steady improvements during twenty years have advanced cosmetics farther than they had progressed in all the preceding history of their use.

Everyone who has engaged in the business knows the first far-reaching effects of those newer cosmetics: how the *never-nevers* and the *die-hards* were tempted to try them once, and were permanently converted. From being classed with secret vices—cigarette smoking, for instance—as the perfect lady's surest skids to perdition, the use of cosmetics of all kinds came into more open practice, until women were actually known to boast of the use of rouge and powder, just to hear their friends say that it would never be suspected. Prejudice, the strongest enemy of artificial beautification, received its first strong blow. It grows steadily weaker, but unfortunately it is still alive, and still the first force to be overcome in the cautious plans for the invasion of any new territory.

Much could be written on the far-reaching psychological effects of using "More and Better Cosmetics": on, for instance, the "Ugly Duckling" who mysteriously

blossomed into a rather attractive person; on the tired wife or mother who learned to make herself actually feel better by "fixing up a little" to look better; and on countless others. The commercial value of these effects piled higher and higher as the example of each woman made itself felt in ever-widening circles about her.

It is surprising to note the number of confirmed users of cosmetics today who, because they are comparatively recent converts, did not even know that there was a tax on these preparations ten to fifteen years ago. Many of the women who were past their early youth at that time had been brought up to believe that the use of cosmetics was "not nice." Hundreds of women had never entered a beauty shop until they had a permanent wave, and then, to do it justice, succumbed to the temptation to "fix up a little."

The combined forces of better (and better-looking) cosmetics, increasing use and decreasing prejudice, gradually resulted in still another reason for using such preparations—economic necessity. Within the past ten years, there has arisen an often cruel demand for youth, or at least the appearance of youth, in business. Experienced men and women alike have been faced with the danger of losing a job to a younger, less experienced employee, simply because their graying hair belied their youthful brain within. More and more have resorted to the early use of hair coloring, and this has meant increased business for the manufacturers of improved, natural-looking hair dyes.

Our very living conditions have helped to build up the cosmetic business. The public school training of children in their personal hygiene and our national fetish for cleanliness and better grooming have contributed enormously to the consumption of soaps, dentifrices, bath salts, and hair dressings, our smaller homes with their many labor-saving devices give women of today the opportunity to be an ornament to her home, rather than a mere slave to her house. The combined results of all these factors have very definitely taken cosmetics out of the class of passing fads, and placed them high on the list of the nation's industries.

All these considerations should be gratifying to the manufacturer who can look over his market and feel confident that the merits of his preparations will hold his consumers, tax or no tax. It cannot be large, at the worst, but since it is not the only tax under consideration, consumers will weigh it well in making their purchases. It probably will not deter them from buying cosmetics, but it will certainly make them very critical of what they buy.



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Toiletries were taxed in those earlier days because they all were classed as luxuries. Perfumes, unfortunately, will have to submit to it again without protest, but over other cosmetics there will doubtless be much heated discussion, and wide differences of opinion as to what, actually, is a *luxury*, and what is a *necessity*—dictionary definitions, notwithstanding.

#### Survey Discloses Facts

A private little survey which I conducted last year to determine the measurable effects of the general business depression on beauty shops, revealed these rather interesting facts: that women of means who had been frequenting the expensive salons and purchasing expensive cosmetics freely for home use, had either discontinued or appreciably curtailed these expenditures as *luxuries*; and that self-supporting business women, with far less money to spend, had made a very little proportional decrease in these expenditures because they felt their good appearance to be a *necessity*. With these latter, there were fewer professional facial treatments, manicures, and shampoos, but some compensating purchases of preparations for home use—and they still came faithfully for waves.

It would seem, then, that a luxury is simply something that one cannot afford. Regardless of the classification under which cosmetics may be taxed, they will not be considered wholly as luxuries by those who buy them, and manufacturers who can capitalize the factors that have contributed to the enormous increase of the cosmetic business during the last decade need have little fear for the future.

#### The Market's Scope

Despite the superficial impression that the market ought to be saturated by now, it is, in point of fact, barely scratched. Even in the larger cities it is obvious that for one woman or girl who conspicuously parades her poor choice and clumsy use of cosmetics, there are numbers who use none at all, or not enough. And think of those 25,000,000 "housewives—no occupation," mentioned in the census; There they sit, all over the country, idly turning over the pages of the magazine in their spare time (when and if any), waiting for their last wavering prejudice to be wafted away, for economic necessity to urge them on, or for the mere accidental discovery of unsuspected good looks to bring them into the fold.

Just how much of this new business will go to each manufacturer depends on how much he will do to get it; and the high position of the industry as a whole will be maintained only so long as the individual units in the many branches which support it prove themselves worthy to survive. Even a casual survey of the trade lists shows that for every new product that appears within a year, one or more vanish. Those that stand the better chance of survival are those backed



by honest research and sincere scientific study of actual human needs.

A good motto, which could well be framed and hung in every cosmetic laboratory, is "Antiquity does not justify iniquity." The day has passed when "research" meant spending a day among the recipe books and formularies in the public libraries; or laboriously translating some cryptic paragraphs handed down from the early Egyptians, or from the 16th century. The great question in research on cosmetics is not "What always goes into this type of preparation?", but "Will this fulfill the claims we wish to make for it?" And the answer should be checked on all possible points.

#### Consumers' Needs

Much of the demand for better cosmetics comes from the consumers themselves. The modern woman has

been fooled so often that she is now very skeptical and cheerfully as she buys whatever she needs she wants proofs of alleged merit, not mental suggestion. The mere fact that Cleopatra, or a Renaissance queen, or some flaunted mistress, used a certain thing in a certain way is no reason for its

being used at all today. It was all those earlier ladies had—poor things!—but any thinking person knows that there has been plenty of time and opportunity to discover something better. Although many manufacturers have been doing more intelligent research in recent years, any study of current products would indicate that many others have not given it much thought.

Along with the need for research goes the even greater need for proper education in beauty culture. Of what use is it to make good products if consumers are not taught to use them correctly? With practically every periodical in the country giving advice on beauty and beautification, women are absorbing knowledge of all these former mysteries as fast as they can take it in. All the knowledge is not correct, but the basic idea is sound. It is my sincere belief that the future success of the cosmetic business can be assured by the proper direction of the educational work that is being done today.

#### Selling Methods

With the increasing use of cosmetics, there has not always been a corresponding increase in intelligent efforts to sell them, although this should logically make up a large part of any manufacturer's educational program. This calls for publicity through all channels—consumer booklets, really helpful displays, and above all, the fundamental instruction of those who are to sell the goods. Selling to retailers now means much more than order-taking; and selling to the consumer now means much more than wrapping up a package and handing it over the counter. The less the consumers know about their own needs, the greater is the need for guidance and intelligent advice on the part of the clerks.

Educational training has been featured, almost overdone, by some manufacturers. In their zeal to extol the merits of their own products, they magnify them out of all proportion and thus lose true perspective on the market as a whole. Manufacturers' representatives, both technical advisors and selling experts, often do succeed in laying some instruction on the clerks which seems to work for a few days after the visit, but because of the lack of basic knowledge in the clerks themselves, the superficial veneer of one manufacturer's brand of education may not outlast an attack by the representative of another house.

Competitive advertising of cosmetic products seems to have absorbed all the superlatives, the wild claims, and the rosy promises which were used on the nostrums and patent medicines. Cosmetic advertising is not so flamboyant now as it was a few years ago, but much of it is very silly and surprisingly un-informative. All its general improvement in art and typography is not compensation for the lack of basic knowledge on the part of those who write it, so it arouses considerable comment—from ridicule to loud jeers, and ballyhoo-burlesque. The intervention of the Federal Trade Commission has occasionally been invoked, and we now hear hints or threats of governmental control from many quarters.

On the whole, cosmetic advertising seems to be kinder than the competitive advertising of many other commodities, notably tobacco. This is wise, because, after all, any one consumer has only one face, one head of hair, and one set of teeth, and naturally does not want to take liberties with them. Lacking intelligent guidance, and bowled over by spellbinding advertising, both men and women have had to learn their needs in preparations for hair, face, and teeth by the slow, tedious and expensive method of trial and error. Those who have learned by this method are well taught. If they have once tried certain products and found them wanting, they are usually a total loss to that manufacturer. No matter what the advertising says, they can afford to laugh and resist its blandishments. But, unfortunately, as they laugh, they are probably going through the trial and error period with products made by someone else.

What an appalling waste! The answer seems to be in supplying those who write the advertisements with the right kind of information—not merely a few arbitrary statements and the injunction to "make us up something that will knock the spots off of So-and-So's stuff!" The responsibility for success or failure rests ultimately on those who know what is in the products and how nearly they can be expected to perform as promised, not on the person who writes—or rewrites—the copy. Cosmetic preparations and devices that are propelled through a shaky existence by mere ballyhoo stand less chance of survival than do those that are presented in a more dignified manner, and offer more sensible reasons for their use. Given two preparations of practically identical ingredients and effects: a beautiful bit of art and typography might have sold more of one than of the other a few years ago, but the one that sells better now is the one that gives better instructions on its use for different, recognizable conditions, and tells why the article may be expected to serve the purpose.

Every phase of the cosmetic business, from conceiving a formula, through its compounding and merchandising, until it goes into the possession of the consumer, should be intimately associated with its legitimate end—beauty—and should feature this end, rather than the means to that end—the preparations themselves. The concept of beauty, and love of beauty are, unfortunately, too often confused with sex appeal, romantic love, and personal conquest, and in the advertising and selling of cosmetics undue stress is laid on these points. The number of those who succumb to this advertising appeal is undoubtedly gratifying, but it represents only a small percentage of the number who now use cosmetics. And all these are even a smaller percentage of the vast numbers who could be persuaded to use them if they were properly presented as the means of satisfying that age-old yearning just to be better looking, which is in the mind and heart of every woman of every age, whether or not she will admit it.

#### Unfair Competition

The most unfortunate characteristic of the competitive advertising of cosmetic products is the wholesale condemning of one class of products by another: shampoos against soaps; liquid skin cleansers



against creams; all-purpose cosmetics against a prescribed array of specifics; "pure vegetable" dyes against the formidable-sounding synthetic organic preparations. And vice-versa with all.

What a waste of zeal and frenzy and good advertising space! And in the meantime, what happens? Your prospective consumer in the outlying districts (remember those unscratched fields!), reading all the ads, is utterly bewildered. She wants to improve her appearance or she would not be reading those ads. But instead of buying some of the preparations, she sighs and closes the book, resigned to wait until the smoke of battle clears and someone can give her some sound advice on just what she ought to use and why.

The greatest need of the beauty business is education—all along the line—and this means *education* in its literal sense of *bringing out*, rather than mere stuffing from the outside. With it, let us have a little more friendly understanding and mutual co-operation among all who contribute toward the *beauty* that is its ultimate end: the manufacturers of "home-use" products, the professional salons, the dermatologists, chemists, the pharmacists, and the schools, whose increasing importance cannot be ignored.

Above all, let us do something about cosmetic advertising; so that the beautiful picture will not detract from the beautifying thing it advertises; and so that beautiful words will not obscure information on how to become beautiful. Let's protect our pet goose and assure its golden eggs for the future—but let's keep its photographs away from those of the other geese that find their way into that album now on sale all around us.

# To Eliminate "Paris" Label

## *Trade Commission Will Attempt to Stop Practice of Misleading and Deceptive Marks on Toilet Preparations*

WASHINGTON, March 10.—The Federal Trade Commission is determined to eradicate from merchandise misleading lettering, particularly that which might indicate under only a cursory inspection that a product has been manufactured abroad, when in fact it has not. In a recent interview, an official of the Commission outlined to *THE AMERICAN PERFUMER* the objects which the Commission hopes to attain although, of necessity, it cannot devote intensive study to the problem or conduct a "drive," due to the multiplicity of duties faced by the commissioners.

As explained by this official, the Commission is striving toward the same end as the Food and Drug Bureau of the Department of Agriculture, whose work of a similar nature was described in an article in *THE AMERICAN PERFUMER* of recent date.

Both governmental bureaus interpret their responsibilities as including that of making and keeping labels on products honest. Their work in this regard might easily overlap in the case of foods. But the Commission may go much farther and consider other products such as perfumes, some manufacturers of which have felt the force of Commission stipulations in the past.

### An "Every-Day Duty"

Otis B. Johnson, Secretary of the Commission, reiterated that the Commission considers this work an "every day duty."

It is designed to protect both American and foreign manufacturers, either or both of whom lose when competitors mislabel products. The Commission, from time to time, has taken action in cases ranging from manicure sticks to clothing. It has found that the American mind is schooled to place certain articles in conjunction with the names of certain countries. Occasionally, as with so-called "Swiss cheese," this name of a country indicates only a type of product and through long usage has become proper, as the public understands that the name of a product or commodity should not be taken literally.

On the other hand—and this engages serious attention—names of countries in conjunction with product names frequently are an index of quality, or are regarded so by consumers. For instance, American shoppers have a firm conviction that Italian spaghetti, British leathers and tweeds, Spanish olives, German glassware and French perfumes and cosmetics—those products of such types actually produced in those countries, as well as many others—are superior to the same products produced elsewhere.

Many subterfuges, according to the Commission, are practiced by one type of American manufacturers in attempts to encroach on the fields in which foreign products of an individual nature have been successful

through efforts to simulate these products, more in the labeling than in the quality of manufacture.

An instance in which the Commission acted only a few months ago concerned an American manufacturer of essential oils, who had printed on his label the legend, "Grasse, France," the name of the famous "flower capital."

### Most Cases Private

Most individual cases of this nature are *not* matters of public record, inasmuch as names are not made public if offenders agree to stipulations by the Commission when first warned that they are trespassing on forbidden grounds.

Many types of mislabeling are honest mistakes, the Commission feels, while others are deliberate. Frequently it is necessary to draw a fine line of differentiation.

Deliberate misrepresentations include the printing of false foreign addresses, which do not exist, or a legend such as "Made in France," when in fact a product is not made there. Other cases are those in which labels indicate that the packaged product contains ingredients which are not used in manufacture. Still other violations of established trade practices are those in which facts required by law to be placed on containers are in such minute type as to escape attention.

These cases are disposed of with comparative ease, particularly where there is actual misrepresentation. But the Commission also must make occasional decisions on matters requiring more careful handling.

### General Appearance of Label

Another type of violation of laws or rules involves that in which the general appearance of a label transmits an impression contrary to the facts. One of the most outstanding cases in recent records of the Federal Trade Commission involved this type of offense—the La Lasine case, in which was involved La Lasine International, Inc., of New York City.

This company used on its carton, according to the Commission records, and in its advertising, foreign phrases that gave the impression that the medicinal product was of French manufacture or origin.

On the carton was printed the legend, "La Lasine—the Famous French Formula." Likewise, there were used such descriptive phrases as "C'est Marveilleux" and "C'est Français."

These were ruled to be exceedingly misleading by the Commission, and the company was ordered to cease using them, unless it displayed, with equal prominence and in equally conspicuous type, the explanation that La Lasine was an American preparation and was manufactured in the United States. The only policy of the Commission is to eradicate the unfairness that

obtains in this practice, it being maintained that such practices defraud everyone concerned.

#### Reasons for the Activity

The consumer, the first responsibility of the Commission, obtains a mislabeled product in the false belief that he is getting something in which he has faith, when in fact he is experimenting with a different product.

Foreign manufacturers whose products are imported into the United States by American firms and sold by American dealers not only lose sales, but run the risk of losing the good will of customers who may, through the use of imitations of the products they believe they are getting, lost faith in these products.

Finally, American manufacturers who merchandise honestly their products that compete with foreign manufacturers lose business which goes to less ethical manufacturers.

The Commission also is taking steps to eradicate another practice which it holds unethical, that of using a foreign name with a prefix or suffix which technically may be within old regulations, but which is deceptive. In those cases, examples of which are not made public, it will attempt to enforce regulations requiring definite labeling which will avoid confusion in the mind of the purchaser of these products.

#### Arbitration Report Proves Success

A record of 2,567 controversies submitted by disputants for adjudication in the American Arbitration Tribunal, with the confirmation of the arbitrators' awards opposed in the higher courts in only ten instances and every disputed award upheld by the courts, is one of the achievements noted in the report of the American Arbitration Association, just issued, covering the six years during which the Association has been in existence. Matters arbitrated have covered nearly every kind of commercial dispute, from controversies arising out of mergers of corporations and dissolutions of partnerships to claims for household goods damaged in the process of moving. Amounts involved in these claims have reached several millions of dollars, while in many cases the controversy concerned questions of rights under agreements or performance of contracts.

During the six-year period the Association has completed its national system of arbitration by installing facilities for arbitration in 1700 cities and in many trade groups. It has conducted arbitrations under this system at an average cost of one per cent of the claims involved, while its record for speed has been the disposition of 75 per cent of its cases in one hearing. Plus this high speed and low cost, no decision rendered under its system has ever been reversed by a court, and the impartiality and integrity of its arbitrators have been maintained in practice and sustained by the courts whenever parties have sought to reverse an award on this ground.

More than 5200 parties have appeared in the matters submitted to arbitration and several hundred lawyers have appeared on behalf of these parties. Approximately 3,000 men have served as arbitrators, generally without compensation as a public service to industry.

#### Planning A. D. M. A. Convention

THE twenty-first annual meeting of the American Drug Manufacturers Association will be held April 18 to 21 at White Sulphur Springs, W. Va. Several committees have been appointed to make arrangements for this meeting which attracts leading figures of the drug trade from all parts of the country. As general chairman of these committees, the association has chosen A. D. Armstrong, secretary of Fritzsche Brothers, Inc., New York, and as assistant chairman, A. A. Wasserscheid of Mallinckrodt Chemical Works, New York division.

The committees are constituted as follows: Evening

entertainment.—J. J. Kerigan, Merck & Co., F. J. McDonough, New York Quinine & Chemical Works and J. T. Pardee, Dow Chemical Co. Golf.—V. E. Williams, Monsanto Chemical Works, H. W. Simpkins, Mallinckrodt Chemical Works, M. Eaton, Norwich Pharmaceutical Co. Ladies Entertainment.—A. A. Wasserscheid, Mallinckrodt Chemical Works, George Simon, Heyden Chemical Corp., J. T. Pardee, Dow

Chemical Co., P. C. Magnus, Magnus, Mabee & Reynard, Inc., J. P. Remensnyder, Heyden Chemical Corp. Transportation.—A. A. Teeter, Chas. Pfizer & Co., S. B. Penick, Jr., S. B. Penick & Co.

Plans are rapidly being perfected and it is predicted that both the business sessions and the entertainment program will be well up to the high standard set by this active association in past years. A large delegation from the New York trade has already signified its intention of being present and participating in the activities of the meeting.

#### Permits to Exporters Granted by New York Health Department

Exporters of drugs and toilet preparations manufactured in New York City can now obtain certificates from the New York Board of Health Department which will permit their products entry into the eight European and the seven Latin American countries now requiring a certificate in connection with the admission of foreign made drugs and toilet preparations. These countries, Egypt, Germany, Greece, Italy, Lithuania, Roumania, Turkey, Yugoslavia, Chile, Colombia, Cuba, Nicaragua, Panama, Salvador and Venezuela, require such a certificate either as an absolute condition of admission or as an alternative to having the products subjected to chemical analysis by officials of the foreign countries.

Prior to this new ruling by Commissioner Wynne, it was quite a problem for the drug and toiletry manufacturers to get certificates signed. There was no authority in New York that would sign them. Now the difficulty has been overcome.

## Cosmetic Bills Introduced

THREE bills of interest to manufacturers of toilet preparations have been introduced in state legislatures during the last month. The first is the familiar Doyle Bill introduced in New York by Assemblyman Edward Doyle of Kings County. Mr. Doyle has introduced this bill each year for five years and each year it has been defeated. It would prohibit certain raw materials in cosmetics and compel a statement to the effect that "This Cosmetic is Not Injurious" to be placed on all labels. Opposition to the measure is being organized and it is anticipated that it will again meet with defeat.

Assembly Bill No. 442 in the state of New Jersey would levy a 2 per cent tax upon sales of "luxuries" which under the terms of the bill, includes cosmetics. It has been referred to the Committee on Miscellaneous Business.

Kentucky House Bill No. 834 which has been referred to the Committee on Rules would place a tax of 1c on each ten cents of value or fraction thereof on a number of articles including cosmetics. This is a stamp tax bill and carries all the usual features of such legislation.

Organized opposition to these measures is in preparation and trade in the states mentioned should be advised promptly so that concerted opposition can be voiced to each of them.

### Coty Wins More Misrepresentation Suits

Coty, Inc., has won two more cases in which misrepresentation of Coty products on the part of retail dealers was charged. These suits against Rainbow Cosmetic Stores, New York, operated by Eugene J. and Howard Kestenbaum, and Singer's Cut-Rate Perfume Shops, Bronx, N. Y., operated by Irving Singer, were tried before Federal Judge Julian W. Mack. Judge Mack issued an injunction forbidding the defendants from

(a) "stating or representing in any manner to anyone that plaintiff's face powders and other products are impure and/or dangerous to use and/or detrimental to the skin and/or that they contain lead or zinc or other chemical detrimental to the skin;—

and

(b) Making any statements or representations which are injurious to the reputation of plaintiff's products and/or any of them."

### Duplicate "Empress" Products Withdrawn

Simultaneous discovery on the part of Empress Manufacturing Co., New York and Northeastern Laboratories, Boston, that the latter company had virtually duplicated packages of the former in a small size for sale through ten cent store chains, has resulted in an agreement among the companies and the chains involved for a settlement and withdrawal of the offending packages. The products involved are manicuring and nail preparations which the Empress company has been manufacturing for some years. Amicable settlement without litigation is considered almost certain by the parties.

## Report Price Maintenance Bill

WASHINGTON, March 9.—The Capper bill, under which resale contracts between manufacturers or wholesalers and retailers would be permitted has been reported by the Senate Committee on Interstate Commerce.

Under this bill trade marked articles could be put in the hands of retailers under contracts stipulating:

(1) That the vendee shall not resell such commodity except at the price or prices stipulated in such contract; and/or

(2) That the vendee will require any dealer to whom he may resell such commodity to agree that he will not in turn resell except at the price or prices stipulated in such contract.

Although the bill specifically states that nothing in it "shall be construed as legalizing any contract or agreement between producers or between wholesalers or between retailers as to sale or resale prices" it holds the prospect of legalizing contracts between producers or wholesalers and retailers and between wholesalers and retailers.

Provision for seasonal "sales" and other contingencies are made in the bill through the stipulation that resale contracts "shall be deemed to contain the implied condition" that prices might be cut by retailers who wished to close out commodities and sell those which had deteriorated or been damaged at lower prices. Receivers of bankrupt houses also would be freed from contract restrictions. Manufacturers and distributors are given further protection for their trade marked goods, even in these instances, however, as the bill provides that under any circumstances which might permit the marking down of goods, they would have the right to reclaim their goods from the retailer on payment to him of the cost price of the goods.

### A Trend in Perfumes?

(Continued from Page 4)

quality. Regardless of talk of trends, we like to think that the perfumer who brings out a new perfume which, either by lucky chance or careful design, is pleasing to most women is going to have his chance for a place in the sun. Whether or not he is able to make the most of that chance and carry his particular blend to the heights of public approbation is most important, but not within the province of this article to discuss.

It all comes pretty nearly back to the men in the laboratory, after all. I'd like to see an article from one of them right here in *THE AMERICAN PERFUMER*, where we're all friends together—or should be. I don't mean that we expect, or want, a general exposition of laboratory secrets or formulas, but I think we'd all like a peek behind the scenes where the wheels go 'round. What do you think, you laboratory men—you behind "the master artist in perfumes," of whom we read in the ads, about this thing of a "trend" in perfume buying? Is there one, or should there be one? If there is, can we do anything to shape it to our individual or mutual benefit? If there isn't, should we attempt to do anything about that?

# Editorials

## The American Perfumer

and Essential Oil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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Vol. XXVII. No. 1

March, 1932

### The New Revenue Bill

THE new revenue bill, which is now embarked on its troublesome journey through the House and the Senate during all of which it is subject to amendment is outlined at some length in an article from our Washington Bureau. It contains, in addition to increased taxes from the customary sources a provision for what is called a "manufacturers' sales tax."

With the object of balancing the budget, far unbalanced at the moment, the Ways and Means Committee of the House has proposed this new and in this country, untried base of taxation. Our position on the sales tax has already been outlined at length and it is hardly necessary here to go into the grounds of our opposition to this method. It may be said, however, that should the sales tax be adopted as an "emergency" measure at this time, it will be difficult, if not impossible, to erase it from the record at a later date. Ways will be found to spend the additional revenue after the emergency is over, and once the system is adopted, it is more than likely to be permanent.

The opinion is voiced in some quarters that the manufacturers will absorb a large proportion of this tax. In the case of the cosmetic industry, such absorption would be almost impossible. It will have to be passed on to wholesalers, retailers and the public with all the accompanying dangers and difficulties of increased prices, possible dealer profiteering and possible reduction in quality, inherent in the passing on process.

Undoubtedly the budget must be balanced in order that the credit of the country may be preserved. The sales tax is one method of accomplishing this object. There are other alternatives but

the only one which seems likely to receive the attention of Congress at this time is the method of special excise and stamp taxes on certain industries. One of these is the cosmetic industry. We are not in favor of special taxes against specific industries and we are particularly opposed to the taxation of cosmetics on the ground that they are "luxuries," something which recent progress has specifically disproved to all save a few of the less broad-minded public.

Under the circumstances, we have the choice between two undesirable alternatives. In this choice, we feel that the industry should support the measure least likely to be of permanent harm when the present emergency is over.

From the present difficulties, however, much good may come provided the public and especially the business community is awakened to the most fruitful cause of the trouble. This is the mounting cost of government, state, national and local. The steady multiplication of governmental activities, the expansion of bureaus and commissions, the readiness with which the administration recommends and Congress adopts new ways of spending money, are more than anything else responsible for the emergency, which now requires "emergency" taxation.

By all means let us bear the burden of balancing the budget with as good grace as is possible. Once we do it, let us bring the united force of business opinion to bear on the question of economy and force the reorganization of government, long overdue, the abolition of boards, bureaus and commissions, and the curtailment of governmental activities until the government as well as private business is again living within its means.

### Special Packages for Price Cutters?

THE action of two of the leading manufacturers of cosmetics in preparing a special "Macy" package for this particular retail outlet is being watched with interest by the trade as a whole, and it is reported that, depending upon the initial effects of this action, other manufacturers may take the same step. The form of the new package is similar to that of the regular retail size but it contains more goods and is being sold to the store at a price which will permit the usual 6 per cent cut without bringing the price of this special package below that of the regular package as sold in other outlets.

The purpose of this action is to end the almost intolerable situation which has grown up in the

## OUR ADVERTISERS

CARR-LOWREY GLASS CO.  
New York City

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW,  
432 Fourth Ave., New York City.

GENTLEMEN: We are pleased to enclose our contract for our advertisements during the year 1932.

At this time we wish to take the opportunity of thanking you and your organization for the manner in which our advertisements have been handled. We have always found your organization ready to co-operate with our wishes.

Yours very truly,  
CARR-LOWREY GLASS CO.  
per A. F. KAMMER.

New York retail trade as a result of the Macy standard "6 per cent lower" policy and to attempt to put an end to the unparalleled price warring between New York stores which has developed from time to time out of that policy. It remains to be seen whether the result will be accomplished and what effect the new package will have on the general retail situation.

At the start at least, the move would seem to be one way to settle the long fight between the store and the manufacturers of toilet preparations. Macy is apparently satisfied with the arrangement, and while the manufacturers may not be entirely happy over it, there is the possibility that amicable relations between the store and the producers can be maintained under the new method. Nor is the cut apparent to the public at first glance since outwardly prices of the products are relatively equal in the various outlets. Temporary peace and harmony accordingly may result and even temporary peace is something ardently to be desired.

Several interesting questions have, however, been raised in connection with the plan which only time and future developments can answer. Is there a possibility of the "leakage" of this particular package into the hands of other price cutters? In case there is such diversion, will the store still maintain the "6 per cent lower" policy on the item or how will it meet the situation? What will be the reaction of the public to two sizes of merchandise at relatively the same price and how long will it take the public to understand the situation?

Undoubtedly the new method may help to end the almost intolerable New York retail situation. It seems hardly possible, however, that a similar plan could be extended to other price cutting outlets. Nor would the arrangement seem to be a contribution to the general cause of price maintenance. It is too early yet to judge the effects of the policy, but manufacturers should watch the experiment closely. It is, indeed, a most interesting development in merchandising.

## The Why of Prices

BELOW we present actual letters which passed between a prominent Western retail outlet for toilet preparations and the importer of one of the higher priced lines of goods. We have always felt that prices of toilet preparations and perfumes should represent reasonable value for the products purchased, considering quality, exclusiveness and all other factors which enter into the pricing of a fine line, nor have we been in sympathy with the almost hysterical demand for lower and lower prices on the part of some retail outlets—a demand in which the public has shared reluctantly and under pressure. These letters convey an excellent idea of the reason for prices and we are pleased at having the opportunity to present them to our readers.

The retail outlet writes the importer as follows:

"Our selling staff report to us from time to time complaints from customers who can not understand why prices on certain commodities have not decreased within the past year. It appears to us that these questions should have some logical explanation whenever possible.

"The price of 'Blank' toiletries has not diminished within the past twelve months and if you could provide us with the information that we intend to pass on to our customers when protests are made, we will appreciate it very much."

The reply of the importer giving the reasons for failure to make drastic reductions reads as follows:

"You ask why the price of 'Blank' toiletries has not diminished within the past twelve months, and I will endeavor to explain why.

"High grade toiletries are not sold at prices that diminish or increase from day to day like commodities. Commodities are bought from hand-to-mouth and are sold from day to day at a price based on their cost to you. Some commodities have to turn over three hundred times a year. I am now talking of foods.

"Toiletries are sold at a fixed price, wherever possible. They range in price from \$10, \$25, \$50, \$1.00, \$2.50, \$5.00, \$10.00, etc. If the price on a \$1.00 item advances in cost of manufacture, it is just too bad for the manufacturer—it still remains a \$1.00 item, and this holds good on all the other prices named.

"If a manufacturer of good repute obtains an advantage in the conditions of the cost of his manufacturing supplies, he endeavors to increase the value of his \$1.00 item, without increasing the price, because he has trade marked merchandise, and the better he can make the goods, the better standing he has with his ultimate customers—the consumers. If conditions turn the other way and costs go up, it is just too bad for him again—he is then forced to cut out quality as little as possible, in order to adhere to a standardized price.

"In high priced lines, such as ours, the material sinks a little in cost with the depression, but that is only at the beginning of the depression when stocks that have accumulated have not been sold, but when the primary producer does not get the proper price for his wares, he cuts the production, then up goes

the price again—and in a very short time, an article that could have been bought a little cheaper, or even considerably cheaper, becomes as expensive again as under normal conditions, and sometimes more so.

"In the period of decreasing prices on many commodities, that is, during the past year you mention, bear in mind that duties have not decreased; on the contrary, general duties have increased, under the present administration, as a perusal of the newspapers and world difficulties will show you. Transportation and manufacture have not decreased in cost. Overheads have increased. The cost of doing business has materially increased, owing to the fact that general merchandise managers insist on stocks being carried at the lowest possible minimum, and the manufacturer has, in many cases, been forced to do a retail business, inasmuch as the large dealers have been sending in tremendous quantities of orders for twelfths of dozens marked 'Rush, Customer Waiting' or 'Rush, Goods Promised to Customer', and in some cases they have even sent us the customer's name and address, asking us to ship one-twelfth of a dozen direct to the consumer, and billing same with a heavy discount to the dealer.

"This has gone so far that many manufacturers have been driven out of business. The overhead eats them up. Under such circumstances, the manufacturer is subject not only to his regular manufacturing costs and overhead, but the additional overhead of an incipient retail business, on which he does not get any profit, but merely added expenses. It entails a number of more people, more packers and shippers, weighers, checkers and a tremendous over-load on the bookkeeping end.

"Most of the manufacturers of perfumes who entered this country to do business through their own branches have given them up. Very few are left—the reasons I have given you above."

### That Census Blank!

BY this time a large number of our readers will have received the regular biennial blank sent out by the Bureau of the Census to secure data for inclusion in the Census of Manufactures. There has been no recent time when prompt statistics of production in as much detail as is possible were more important than they are today. The blanks this year have been simplified and a number of inquiries of lesser importance have been dropped. The Bureau is seeking to burden manufacturers as little as possible in the compilation of necessary data.

It is very easy to neglect these blanks. It is a little difficult to find the time to fill them out and sometimes all the requested data are not conveniently available. However, we urge you in your own interest to do this work and return the blank promptly. The employees of the Bureau have nothing at stake in the matter excepting the convenient accomplishment of their duties. But every manufacturer has a very vital stake in it.

### Coming Conventions

Annual Mid-West Trade Show, Hotel Sherman, Chicago, Ill., March 28 to 30, 1932.

American Chemical Society, Roosevelt Hotel, New Orleans, La., March 28 to April 1, 1932.

American Drug Manufacturers' Association, Greenbrier Hotel, White Sulphur Springs, Va., April 18 to 21, 1932.

American Manufacturers of Toilet Articles, Ambassador Hotel, New York, N. Y., April 26, 27 and 28, 1932.

National Paper Box Manufacturers Association, Book-Cadillac Hotel, Detroit, May 10 to 13, 1932.

American Pharmaceutical Manufacturers' Association, Sedgefield Inn, Greensboro, N. C., May 16 to 20, 1932.

Flavoring Extract Manufacturers' Association, Hotel Madison, Atlantic City, N. J., June 13, 14, and 15, 1932.

National Hairdressers and Cosmetologists' Association, Cruising Convention, S. S. Noronic, Sept. 10 to 16, 1932.

National Wholesale Druggists' Association, Greenbrier Hotel, White Sulphur Springs, Va., Sept. 19 to 23, 1932.

National Association of Retail Druggists, Hotel Statler, Boston, Sept. 19 to 23, 1932.

American Bottlers of Carbonated Beverages, Cleveland Public Auditorium, Cleveland, Ohio, November 14 to 18, 1932.

American Pharmaceutical Manufacturers' Association, Mayflower Hotel, Washington, D. C., December 10 and 11, 1932.

### Vetivert Meeting in Louisiana

An interesting conference of present and prospective growers of vetivert and buyers of the material was held in Mandeville, La., March 12, under the auspices of the Extension Service of the State of Louisiana. The program consisted of demonstrations of growing, harvesting and distillation of vetivert roots and instruction in setting, cultivation and fertilization. Plants were available for setting by those interested and contracts for growing were also offered. The meeting was under the direction of O. G. Price, county agent and was held at the farm of A. Esquine.

### Babson on Advertising's Power

In one of his latest bulletins Roger W. Babson comments on advertising and its effect on current conditions as follows:

*Expand Your Advertising Budget.*—The general tendency is to appropriate a certain percentage of the previous year's volume of business for advertising. This is a mistake. The advertising budget should be based on *expectations*—on the volume of business which is anticipated—rather than on what it has been in the previous year. When business was growing by leaps and bounds, advertising was increased each year. Now the reverse is true. Advertising appropriations are dwindling, since they are based on past business rather than on expectations of getting more business. *Increase your advertising budget—don't stick to the same percentage of gross as in 1931.*

# Packaging Exposition at Chicago

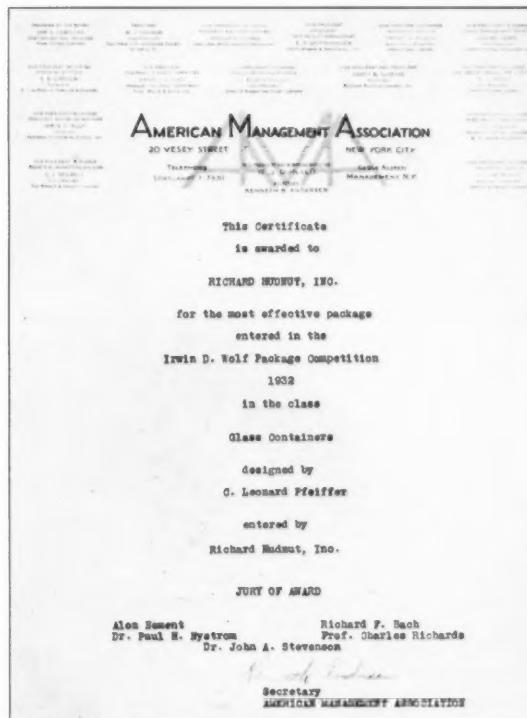
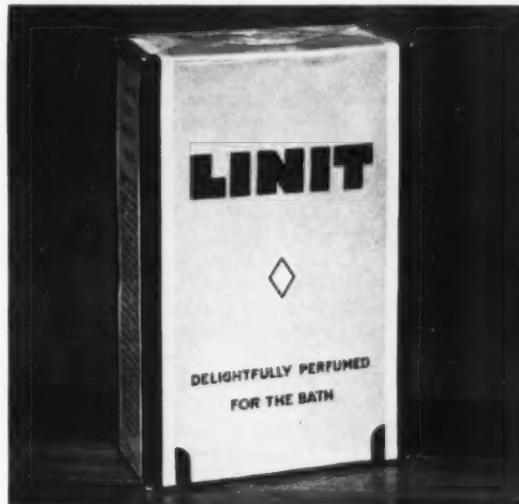
A LARGE and enthusiastic crowd attended the second annual Packaging, Packing, and Shipping Conference, Clinic and Exposition at the Palmer House, Chicago, March 7 to 12, and was repaid by a display of handsomely decorated and instructive booths by manufacturers of containers, container materials and machinery for packaging as well as by a splendid program of addresses and conferences presided over by outstanding figures in the industry.

More than seventy-five manufacturers displayed their wares at the exposition making a colorful and effective display at which hours might have been spent without exhausting its huge resources for entertainment and instruction and a large part of the time of

those who visited the show was spent in examining these displays and conferring with those who had them in charge. In addition to the displays, however, other events of interest and importance drew the attention of the crowd.

## Wolf Package Award

Possibly the foremost of these was the award of the Irwin D. Wolf Trophy to the "Outstanding Package of the Year," the award going to the Corn Products Refining Co., for its new package for "Limit" for the bath, a preparation, if not manufactured by a strictly toilet goods house, nevertheless falls well within the boundary of toilet preparations. This package which was chosen from among more than 400 was developed by the company. Its choice was based



THE WOLF TROPHY AWARDS. ABOVE, LIMIT BOX; BELOW, RICHARD HUDNUT BOTTLE AND FACSIMILE OF AWARD

upon three elements, appearance, utility and salability. The color scheme is green background with a black and yellow edge with the diamond design in the center also in yellow and black.

Of even greater direct interest to the toilet preparations industry was the award of honorable mention in the division of glass bottles to the "Gemey" brilliantine bottle of Richard Hudnut. This handsome bottle, a photograph of which is also shown together with a facsimile of the award, was designed by C. Leonard Pfeiffer. It is of clear glass and the cap in silver tone carried out the general design of the container itself. Both awards received unanimous approval of those who saw the display of packages from which the choices were made.

#### The Conference Program

The business sessions and conference program covered many points in package design and execution and the addresses were of great interest. It is impossible in the space at our present disposal to print the numerous papers in full but brief outlines of some of the particularly interesting ones are given herewith.

#### Serviceable Shipping Containers

C. A. Plaskett, senior engineer of the Forest Products Laboratory, Madison, Wis., discussed the shipping container from the standpoint of service and durability. He outlined the requirements of such a container and told of experimental work designed to test it and discover its weaknesses. He then briefly outlined some of the remedies which could be applied for various unsatisfactory conditions.

#### Machine Age and Marketing

Irwin D. Wolf, donor of the Wolf Trophy and secretary of Kaufmann Department Stores, Inc., in discussing consumer marketing said that selling problems and selling costs are made up of three elements, advertising, packaging and direct selling. He discussed some of the weaknesses which have been allowed to creep in and methods for their eradication. He especially urged improvement in advertising and packaging as aids in reducing the unit cost of selling.

#### The Consumer Viewpoint

An interesting address was that of Katherine Fisher, director of *Good Housekeeping* Institute, whose theme was the effect of the package upon the consumer's acceptance of the merchandise. She pointed out that new designs had stimulated new uses for the product and outlined the elements of satisfactory design, discussing also the label, what it should contain and how it is accepted by the ultimate consumer, closing with the statement that shopping in the new package era has become a "gay adventure."

#### Unusually Large Shipments

Harry G. Williams, president of the American Freight Traffic Institute, discussed the design of units for exceptionally large shipments and the handling of merchandise shipped in large and bulky packages. He gave much helpful advice against damage which seems inherent in the handling of bulky merchandise.

#### Drug Store Packages

W. Alderson and B. B. Aiken presented the results of their survey of 1,000 drug store packages. They indicated that the external dimensions of the package are most significant, list price of secondary importance while the size of contents has the least weight of all. The selection of containers, wrappers, name, label, etc., were then outlined with special reference to the drug store product.

#### The Machine Age

A. T. Kearney of James O. McKinney & Co. departed slightly from the packaging theme in a discussion of the "machine age" and its effect upon the individual and the community drawing the conclusion that the retailer must adopt sound policies and progressive ideas if he is to continue as a factor in the business life of his community.

#### The "Effective" Package

The elements of the effective package and why it is effective were discussed by Ben Nash of the Ben Nash Product Development Co. He pointed out that the effective package must be conceived with the idea that it must sell itself at the retailer's by attracting consumer attention and acceptance. This can be gained only through utilization of all the resources at the command of the modern package designer and not by attention to a single feature alone. A sound and fitting merchandising conception is a prerequisite of effective packaging.

#### Color in Packaging

The interesting study of color in packaging was handled in effective fashion by Arthur S. Allen, colorist, who discussed the theory of color and how this theory could be put into practice in the design of a package. He presented numerous interesting and instructive examples of the correct and the incorrect use of color combinations and outlined a system for color notation.

#### The Consumer's Position

Dr. J. W. Hayes of the Crowell Publishing Co. discussed the relation of the consumer to the "machine age" indicating that the constant bombardment of the consumer with advertising of various sorts is gradually educating him and making him a shrewd buyer. He closed with a discussion of exaggerated claims and their bad effects upon industry.

#### Channels of Distribution

The effect of the "machine age" upon channels of distribution was considered by John Sullivan of the American Management Association. Mr. Sullivan described the gradual shift in distributive methods and outlined the growth of the chain store and similar devices for more economical distribution of the products of industry. He urged control of this development and a careful study and selection of distributive methods and outlets to the end that the development should be logical and marketing made orderly, effective and economical.

#### Costs and the Package

Francis Chilson of New York discussed the re-



A FEW OF THE HANDSOME BOOTHS AT THE PACKAGING EXPOSITION IN CHICAGO

duction of costs by means of simplification and correct design of the package. He indicated that standardization of packages from the standpoint of production and materials was of first importance as a cost factor in the finished product.

#### Standards for Shipping Cases

The standardization of shipping cases was discussed by Don L. Quinn of Don L. Quinn Co. Mr. Quinn detailed experiments which he had made on a large number of shipping containers pointing out that 65 per cent of them had failed because of their inability to withstand crushing force. He outlined numerous features to which special attention should be paid in the design of shipping cases.

#### Machines in Management

Kenneth H. Condit, editor of the *American Machinist*, discussed the progress of machine production and the advances made in machine design and urged that adequate appropriations should be continued for the purpose of keeping equipment and machinery modern and up-to-date in the interests of efficiency and economy.

#### Merchandising and Production

Carle M. Bigelow, president of Bigelow, Kent, Willard & Co., urged that merchandising be made the basis of future planned production and that the slogan, "We can make; let's sell," be reversed to "We can sell; let's make!" He detailed control of production and orderly process of manufacturing in response to demand rather than indiscriminate manufacture of goods in the hope that they might be sold.

#### Changes in Production Machinery

Planned changes in production machinery and methods were discussed in a statistical study by M. S. Smith and B. M. Sayre of the Carrier Manufacturing Corp. A detailed report on the sources of change both from within and from without was offered in which each major cause was listed and subdivided. Planned and standardized methods for changes in machinery and process were urged by the authors of this paper, on the basis of careful analytical work done in advance of the change.

#### Fragile Articles

R. L. Beach of the General Electric Co., in discussing the packing of fragile articles, stated that as between artistic design and safety, the choice must fall upon the latter. Mr. Beach then told of the most frequent causes of damage and indicated how many of them could be avoided in the choice and design of the container.

#### Seminar on Packaging

At the close of the week, the results of the conference and the details of the suggestions made were summarized at a general seminar on packaging. Several speakers were heard and general discussion was the rule. Among those taking part in this meeting were J. H. Macleod, vice-president of The Hinde & Dauch Paper Co.; M. Demarest, Celluloid Corp.; R. L. Putnam, Package Machinery Co.; T. H. Krueger, Better Packages, Inc., H. H. Jones, Kalamazoo Vegetable Parchment Co.; L. V. Burton, *Food Industries*; M. M. Einson, Einson-Freeman Co.; and L. B. Steele, DuPont Cellophane Co.

#### Exposition Displays

On the preceding page will be found photographs of some of the interesting and attractive booths, selection having been made on the basis of interest to readers of this publication. The booth of THE AMERICAN PERFUMER was headquarters for a large number of manufacturers of toilet preparations who attended the exposition. Among those who took advantage of its facilities were Miss Lillian Madsen of the Armand Co., Des Moines; C. Leonard Pfeiffer of Richard Hudnut, New York; Dr. E. G. Thomssen and Ralph G. Boalt of the J. R. Watkins Co., Winona, Minn.; Mr. and Mrs. M. M. Gordon of Princess Pat, Ltd., Chicago; Martin F. Schultes of Hewitt Bros. Soap Co., Dayton and New York; Karl Voss of Karl Voss Corp., Hoboken, N. J.; H. Warren of Waterbury Paper Box Co., Waterbury, Conn.; Miss Mary Cass of F. N. Burt Co., Ltd., Buffalo; L. J. Freundt of the American Can Co., Chicago offices; R. B. Piowaty of Elgin American Manufacturing Co.; W. H. Schutte of P. R. Dreyer, Inc., and many others.

#### Work of the Management

No description of the convention and exhibition could be complete without mention of the excellent work done by officials and employees of the American Management Association which arranged and sponsored the meeting. All details of the exacting and arduous task were carried through perfectly and without a hitch and the unfailing courtesy and consideration accorded to exhibitors and their guests was a notable feature of an excellent convention.

#### Ruling on Toilet Sets

Abstracts of decisions T.D. 45464 of the Bureau of Customs issued during the period from January 20 to February 11, 1932, inclusive, published for the information of collectors of customs and others concerned contained a ruling on toilet sets in leather cases. The set in question consisted of a small leather case containing a leather change purse, metal powder and rouge containers, lipstick, and comb with metal slide, and is commercially known as a vanity, fitted, in chief value of metal.

Following the rule of the United States Court of Customs Appeals in T.D. 37160, these sets were held properly dutiable under paragraph 1527 (c) of the Tariff Act of 1930. A letter to the collector of customs, New York, N. Y., dated January 23, 1932 gave this information.

#### Coty Wins Injunction

Coty, Inc., in its campaign against misrepresentation and substitution, has secured an injunction prohibiting the Wynne Sales Co., Philadelphia, from rebottling Coty products excepting in the manner prescribed by law, namely, that labels and other advertising matter must bear the statement that the product has been rebottled by a concern, *wholly independent of Coty*, and that no greater display be given to the name of Coty than to the name of the rebottler. An action asking costs and damages against the same company is now pending.

# The "Ice Age" in Advertising Display

*Has the Modern Trend Toward Silver Paper and Architectural Design Gone Too Far?*

by Leroy Fairman

HERE stands upon my desk an array of toiletry packages, diversified and miscellaneous, left with me by visitors and picked up here and there. Many of them are silver and black, and most of the rest are black and silver. If I had never seen any of them before, and any one of them stood there alone, I should probably pronounce it a dainty, charming, and altogether delightful package. But I am becoming increasingly impressed by the fact that, taken as a whole, they present a rather dismal and depressing appearance.

There is such a thing as too much of a good thing, and, in time, too great an abundance of anything convinces us that it isn't so good, after all. We've all experienced this

If you will stop at any toilet goods counter where there is an extensive assortment of perfumes and cosmetics, you cannot fail to observe that there is creeping into the physical appearance and characteristics of the display a sort of melancholy monotony which is far from inviting to the eye. More and more are the bright and lively spots of color giving way to black and white, to black and silver, to light grays and blues. A trend became a fashion, and the fashion becomes a fad.

If you will read the descriptions of new packages in this journal, as they appear from month to month, with this thought in mind, you will be surprised, perhaps, to note how often the words, black, white, gray, and silver appear.

It is only a few years ago that the first of these severe modern packages, coming from abroad, made their debut in this country. They were novel, striking, smart. They were refreshing in their marked departure from the over-elaborated, garishly colored packages in which many American toiletries were put up, and daintily appealing in their cool, restrained conservatism of design. Women of good taste admired them and bought them freely.

When the so-called "modern" art began to influence the design of our packages, it was natural that the cold, severe, undemonstrative colors should receive still further impetus—for those are precisely the characteristics of modern art. Warm, bright colors go naturally with curves and broken surfaces, but not with angles and broad, unbroken planes. So the American manufacturer, desiring to keep up with the times and offer the public the latest and most popular styles in packing, is leaning more and more toward platinum blonde effects. Where colors are used, they are likely to be light greens and blues, or pale yellows. Some of these packages are, it must be admitted, very beautiful,

and by contrast seem quite colorful; but there visibility is low, and when they appear on the shelves in company with the occasional reds and oranges which still survive, they very nearly fade out of the scene.

In window displays we find the same tendency, considerably emphasized. In structure, the modern note prevails. Considered as formal architectural patterns, they leave nothing to be desired. Vast unrelieved rectangular surfaces rear themselves into space, forming here and there niches upon which comparatively tiny packages frigidly repose. There are several square feet of silver paper to a few square inches of bottles or boxes. As the packages displayed are subdued and neutral in design and coloring, the effect is not especially appealing.

The purpose of a window display is to sell goods. The right kind of display will fulfill that purpose. It supplements the advertising which appears in the magazines and newspapers. It is reminder, to the passerby of all that she has read, or heard, or learned from experience, of the merits of the merchandise. It shows the packages themselves, instead of mere pictorial representations. As a reminder of an old friend, or of a half-formed resolution to give the product a trial, it should lure the passerby into the store to buy. It is the final argument, the final appeal, the final opportunity of the advertiser to present his wares before the prospective buyer stands before the counter over which they may be bought. Inside the store, other factors, other influences, may pull the purchaser in other directions; hence the impression made should be vivid and powerful. Mere acreage of silver paper will not suffice.

I often wonder, when I see one of these ultra modern window displays, just what the man who created it had in mind. It seems impossible that he planned it with any clear idea of the real purpose of such a display. If he considered it at all from a selling viewpoint, it would be interesting to know just why, or how, he felt that it could or should sell the merchandise it is supposed to advertise. The probability is that he did not so consider it. It seems far more likely that he carried in his mind's eye pictures of other displays he had lately seen and that he was actuated by a grim determination to evolve something more modern, more formal and architectural, more frigidly severe, than any of those others. In short, he was thinking of himself—his own cleverness, his own reputation, and not of selling goods.

And the man who pays for and uses such displays,





THE "ICE AGE" TYPE OF DISPLAY TO WHICH THE AUTHOR OBJECTS

it seems to me, suffers from the old confusion of mind as to the real purpose of this and all other forms of advertising and the simple, direct ways in which to achieve that purpose. Too many advertisers seem to think that if they are sufficiently up to date, sufficiently smart in method and technique, they have accomplished something. If novelty is the vogue, they try to be still more novel; if silver paper is the latest word, they will use a greater acreage of that material than any of their competitors; if restraint and dignity are the prevailing note, they will be stiffer and more solemn than anybody else in the trade. Since everybody's doing it, surely that must be the way to sell goods!

It seems that the pendulum must always swing to its farthest attainable limits. It is a long way from the chill formality of the modish display of today to the radiant rainbow effects of a few years ago. But the rainbow has its merits. Nature created it back in Noah's day, and has found no reason for changing it. Nature, too, is responsible for the limitless icy expanses of the polar zones, but those regions could hardly be called feminine in aspect and atmosphere. The rainbow has more sex appeal. Bright, warm colors are more alluring, more nearly associated with femininity, more seductive. Also they have a far higher attention value, and suggest comfort, pleasure and emotions likely to stimulate the buying impulse.

A return to the rainbow might not be such a bad idea, right now. There is such a thing, of course, as good taste. Bright blues and greens, brilliant reds and glowing orange must be handled with discretion. It is easy to make a display so colorful that it becomes crude and garish; it is easy to make a package so barbaric that women will exclude it from their dressing tables. Such extravagancies are to be

all. Many of them lacked a nose, or a mouth—to possess more than one eye was exceedingly bad form!

These incredible Janes gazed stonily at boy friends no less abhorrent—snaky creatures with receding brows, hollow cheeks, and expressions of utter depravity and degeneration. If such a couple were permitted to mate, one shudders to think what their offspring would be!

Although the American advertiser will stand for almost anything if he is told it is the latest craze, he soon rebelled at the lightning flash style of designing, and commercial artists reluctantly toned it down to a technique less cruel to the optic nerve, though still retaining many features of the modern method. For the partial, if not entire, disappearance of the inhuman humans we have the present craze for photography to thank.

During the past two or three years photography has gradually grown in favor as a method of illustrating advertisements until it has almost entirely supplanted the pen, pencil and brush. In the leading women's and home magazines today, from 70% to 75% of all advertising illustrations are made with the camera. Nearly all of these camera pictures show one or more human figures; a great majority are close-ups of the heads of one or two persons.

Many of these are exceedingly attractive—some very beautiful. Their naturalness, the fact that they are obviously portraits of real people, gives them a degree of human interest which other forms of illustration do not possess. Their great merit, it seems to me, is that they look human, pleasant, happy. They have their disadvantages, especially when used so universally, but their popularity came in the nick of time to preserve our sanity.

The pendulum, having swung as far as it can in

avoided, but surely it is not the height of wisdom to exclude color altogether, or to use only tints so pale and delicate that they suggest death and decomposition rather than life, beauty and feminine allure.

In newspaper and magazine advertising, too, the lethal influence of the ice age in display is all too evident. Its prevalence in media of that type is directly traceable to the flood of modern art illustrations from which we suffered so severely three or four years ago.

The first appearance of modern art in advertising illustration was in the form of jazzy designs of the forked lightning variety, running "every which way" through and around the composition. The human figure, when used, was equally bizarre, distorted, repellent. Women eight or nine feet in height, with hardly an ounce of flesh on their misshapen frames leaned crazily upon nothing at

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the direction of photography, is now due to begin its return to the product of the pen and brush. There are signs of this already. Campaigns are appearing in which line drawings, or wash drawings, are used, and it is disheartening to find, in these, a stubborn persistence of the modern idea. The gals have two eyes, and the boy friend is no longer the complete thug or pervert, but that is about all that can be said in their favor. Like the package and the window display, they belong to the ice age.

What particular selling power is supposed to reside in an angular female with no more warmth, or vitality, or expression in her face than there is in a paving stone? What emotion is supposed to be suggested, to be imparted to the observer, by sad caricatures of women and men who gaze at each other with expressions, if any, of utter hopelessness and mutual repugnance? Are these words too strong? Take a good look at some of these "modern art" figures, and see for yourself.

My suggestion is that the manufacturer, the advertiser, take a good look, too. Before he approves of another package design, or window display, or design for magazine or other advertising, it will be much in the interest of his business to inquire whether the material before him is warm, human, pleasant and inviting enough to place before the public as a representative of his goods and their qualities, and whether it advertises his merchandise or the cleverness of the artist who designed it. And if he finds that it represents the ice age of art and tends to chill his blood instead of warming it, let him cast it aside and cry out, "Bring back the good old rainbow!"

#### A. C. S. New Orleans Meeting

More than 1,000 delegates are expected to register at the American Chemical Society convention to be held in the Roosevelt Hotel in New Orleans, March 28. April 1. Tung oil production in the South and opportunities for industrial expansion in this area through chemical research will be among the leading topics of discussion, along with the application of chemistry in various fields. The general committee on preparations for the convention includes Harold A. Levey, chemist, Professor H. W. Moseley of Tulane University, who heads the Louisiana section of the American Chemical Society; and Professor C. E. Coates, of the chemistry department of Louisiana State University. The convention was the main subject for discussion at the February evening meeting of the Louisiana section, held at the Louisiana State Museum.

#### Protest Duty on Perfume Atomizers

In protest 512240-G, Houbigant, Inc., New York, claimed that perfume atomizers, the merchandise in question, reported by the appraiser as invoiced and valued separately but bought, sold and used together as entireties, the bottles being fitted with a metal top specially designed for connecting the mounting to the bottle, should be returned for duty at 65 per cent ad valorem under paragraph 397, of the Tariff Act of 1930, instead of at 75 per cent under paragraph 218.

Justice J. Sullivan, in T.D. 19011, in accordance with the amended report held them dutiable as claimed.

#### Cost of Living Survey

A N extremely interesting survey of the cost of living in various European centers as compared with that in Detroit, Mich., has recently been completed and is published by the International Labor Office of the League of Nations in Geneva. The Survey was sponsored by the Twentieth Century Fund, Inc., New York and shows in detail what standards of living are in the European centers and to what extent wages would have to be increased to bring them to the standard of Detroit.

A detailed study of the report is necessary to reveal all of the interesting facts which it contains. appended, however, is a survey which shows comparative standards in various European countries and the percentage of increase in wages necessary to bring such standards to those of the average of 100 typical families in Detroit.

#### Analysis of Findings in Relation to Prevailing Wages in Foreign Cities

Cities	(A) Annual Earnings Neces- sary to Main- tain Detroit Standard of Living	(B) Present Prevail- ing Wages in Terms of Dollars	(C) Percentage of Increase Neces- sary to Main- tain Detroit Standard of Living
Berlin	\$1,281—1,393	\$801	60—74
Frankfurt	1,324—1,442	1,117	15—27
Copenhagen	1,288—1,429	1,117	15—27
Stockholm	1,570—1,617	1,037	51—56
Helsinki-Helsing- fors	1,284	485	165
Paris	1,239—1,350	816	52—65
Marseilles	1,156—1,250	663	74—89
Antwerp	948—1,014	594	60—71
Rotterdam	1,012—1,056	859	18—23
Manchester	1,100—1,154	1,060	10—15
Cork	1,343	1,102	22
Warsaw	1,048	656	60
Barcelona	878	360	144
Istanbul	1,016	—	—

Note: The figures in column A are those of the I. L. O. report expressed in dollars; the figures in column B were obtained by the International Management Institute from the most authoritative sources and also expressed in dollars.

#### Spearmint in Florida

B. V. Christensen and L. D. Hiner (*Jour. Am. Ph. A.*, XXI, 2, 147) discuss the cultivation of spearmint in Florida and give results of determination of constants of oil obtained therefrom. This shows an unusual yield of oil per acre over 60 pounds against a standard of 20 pounds as cited by Gildemeister & Hoffmann, and a yield of carvone of 80 per cent as compared with 61 to 72 per cent (Finnemore) and 42 to 60 per cent (Schimmel & Co.)

#### Properties of Essential Oils

J. F. Clevenger (*Jour. Am. Ph. A.*, XXI, 1, 30) distilled in the laboratory samples of numerous essential oils detailed in the U. S. P. and determined their constants. The results vary widely from the official standards and analyses.<sup>4</sup> The danger of accepting results obtained in laboratory distillation may be pointed out since laboratory conditions cannot be duplicated in commercial practice regardless of the purity and authenticity of the original material. This was particularly evident in the author's yield of eugenol from laboratory clove oil (*Oleum Caryophylli*) which amounted to 96 to 98 per cent as against the standard of 82 per cent in U. S. P. X.

# Cosmetics at British Industries Fair

by H. S. Redgrove

THE British Industries Fair is an annual event in Great Britain, and is confined to goods of British manufacture. At the Olympia (London) section of the 18th Fair, which opened on February 22nd, many items of interest to the perfumery and cosmetic industry were displayed. There were many indications of increased activity in the industry in Great Britain, due, not only to the increasing employment of cosmetics by women of all classes, but also, and especially, to the recent change in the British fiscal policy and the abandonment of the gold standard.

The most comprehensive exhibit of raw materials was that of Messrs. W. J. Bush & Co., Ltd., which has a New York branch.

Messrs. Bush & Co., had a fine display of essential oils distilled in England, including lavender oil from Mitcham-grown plants and concrete oil of orris. Isolates and synthetics of British manufacture were also shown, including coumarin, vanillin (from clove oil), heliotropin, amyl-cinnamic aldehyde, terpineol, phenyl ethyl alcohol, ionone, benzyl benzoate, benzylidene acetone, geraniol, etc., whilst other items were floral absolutes prepared by their Grasse house, flavoring essences and compounded perfumes including a new series for soaps.

The exhibit of Messrs. Boake, Roberts & Co. was also interesting. Amongst the items displayed was a good range of synthetics. This firm also exhibited a big range of terpeneless oils, and numerous perfume compounds and flavors.

Messrs. Whiffen and Sons, Ltd. (Canadian Agents: Messrs. Lymans, Ltd., of Montreal) also showed some

essential oils distilled in England, as well as sal-prunella balls, for smelling salts etc.—a speciality of this firm. The Government of Mysore had a stall devoted to its world-famous sandal-wood oil and sandal-wood soap.

A novelty was displayed by Messrs. Howards & Sons, Ltd. This was "Flodia", a new fixative specially suitable for soaps. Two other exhibits of interest to cosmetics manufacturers were the display of coloring matters for use in cosmetics by Messrs. Willims (Hounslow) Ltd., and "Osmo-Kaolin" shown by Messrs. Thomas Morson & Son, Ltd.

So far as finished products were concerned, soap undoubtedly led the way. Special mention must be made of the exhibit of Messrs. H. Bronnley & Co., Ltd., as this firm manufactures "own name," *de luxe* toilet and bath soaps for many leading American stores, including Wanamaker's of New York.

Messrs. A. Bourjois et Cie., Ltd. (New York house: Bourjois Inc.) had a very nice display of soaps perfumed with their well-known "Ashes" series of floral odors; and mention must be made of the very decorative stalls of Messrs. Cussons, Sons & Co., Ltd. and their subsidiary company, Messrs. Bayley & Co. Their new "Chubby" shaving stick should prove quite a boon. The top of the container can be used to hold the hot water while shaving, and refills, fitted with aluminum godets, are supplied, and can be fitted in a minute. A dentifrice of the compact type, in a new "Rezelite" pack, shown by this firm, was also considered of interest.

Messrs. Potter & Moore Ltd. showed ranges of per-



GROUP OF DISPLAYS AT BRITISH INDUSTRIES FAIR

fumes and cosmetics in their "Mitcham Lavender" and "Purple Lilac" series, including powder cream in their special containers. These are little glass jars, with black and gold caps, fitted each with a mirror at the bottom, and packed for export in decorative black and gold, triangular boxes of six. Large refill jars are also available.

Messrs. T. F. Bristow & Co., Ltd. had a nice display of floral perfumes, including "English Wallflower," and perfumed cosmetics; and Bathes Drug Stores showed their well-known "Devonshire Violets" perfume, packed in Long Park pottery. The jars are conical in shape and of intriguing design and created quite an impression.

The Dubarry Perfumery Co., Ltd., had a big display of perfumes and cosmetics, including many items of interest, such as their "Shalimar" series of lipsticks. Trial boxes containing reduced sized sticks in seven shades are offered, whereby the prospective user can determine which shade suits her best before purchasing a full-size stick. This firm has agencies in Canada, in which country and in the U. S. A., its products are sold under the name of "Dalcrose English Toiletries."

## Alcohol Ban in South Dakota

A RULING has been handed down by the Attorney General of the State of South Dakota under which manufacturers of cosmetics and toilet preparations will be unable to secure alcohol unless they are registered pharmacists. The attorney general held that the manufacture of toilet goods was not a "scientific purpose" under the meaning of the state prohibition act and that accordingly no alcohol could be withdrawn for that purpose. Only druggists can withdraw alcohol in the state under this latest ruling. The ruling was made at the request of State Sheriff Bruce Barnes who under the law supervises permits for the withdrawal of medicinal and industrial alcohol in the state.

## Peppermint Cultivation Expected in Germany

The cultivation of peppermint in Germany on a commercial scale is contemplated to meet the needs of German peppermint oil factors now dependent on foreign sources, according to unofficial reports. A plant is being erected near Munich for peppermint oil distillation purposes.

## Drug Trade Dinner Sets Record

MORE than 700 members of the drug, chemical and allied trades gathered at the Hotel Commodore the evening of March 15 for the annual get-together dinner which is held each year under the auspices of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc. This huge crowd exceeded all previous records set for annual affairs, and in addition the large number of out-of-town guests from Chicago, Boston, Philadelphia, Baltimore and other centers of drug trade activity made the New York dinner practically national in scope. The accompanying photograph gives a bare idea of the size and importance of the gathering.

Informal reception was held for an hour before the dinner started, and the reception committee, under the chairmanship of B. J. Gogarty of American Solvents and Chemical Corp., saw to it that everyone was ac-

quainted. After the dinner P. C. Magnus, chairman of the Section, outlined the work of the Section during the last year and the progress which has been made toward greater co-operation in solving the numerous pressing and important problems of the drug trade. He then introduced R. D. Keim, sales manager of E. R. Squibb & Sons, New York, who acted as toastmaster. Mr. Keim introduced as speakers for the occasion Gilbert T. Hodges, member of the executive committee of the New York Sun, Lowell Thomas, traveler, explorer, adventurer and radio speaker, and Julius Tannen, the well known humorist. The speakers were very enjoyable and almost the entire crowd remained until the last minute.

So successful was the dinner this year that plans have already been started for next year's affair at which it is hoped attendance will be more than 1,000.



# Geranium in the United States

*Conclusion of Report of Experiments in Several Localities*

by A. F. Sievers, M. S. Lowman and C. G. Marshall

Bureau of Plant Industry U. S. Dept. of Agriculture

FOR a number of years while the foregoing experiments were in progress repeated efforts were made to find a suitable location with the necessary facilities where several acres of the rose geranium could be planted to permit more extensive tests, using the information obtained at Torrey Pines as a basis. It was very difficult to find land in the frost-free areas of the state with irrigating facilities that was not occupied with other more profitable crops. In the early winter of 1930, however, arrangements were made with the Irvine Company, owners of a large ranch near Tustin, California, through which the desired tests appeared likely to be feasible. On this ranch several types of soil are available and irrigation can be provided when needed. The management kindly offered to provide some of the labor and other services required in addition to the use of the land without expense, considering that in doing so they would assist in securing valuable information regarding the possibilities of this crop on a large scale, in which they are much interested.

Four localities on the ranch were selected, each of which represents different soil conditions and in each of these a quarter acre plot was prepared for planting. Plots I and II (Table 5) were planted about the middle of February with cuttings prepared at Torrey Pines without pre-

vious potting. In the dark medium to heavy loam soil of Plot I about 85 per cent of the cuttings rooted while in the loam and blow sand of Plot II, an approximately 95 per cent stand was obtained. Plot III, consisting of loam soil like Plot II, but with less blow sand and Plot IV in which heavy yellow clay predominates were planted about six weeks later with cuttings previously rooted, but due to several days of dry winds immediately thereafter, only about 50 per cent of the cuttings became established in Plot III and a much smaller percentage survived in the heavy soil of Plot IV, which becomes very hard in dry weather. Replacements with rooted cuttings were made later and a good stand was finally obtained on these two plots.

There remains little doubt that previous rooting of the cuttings is not necessary if they are to be planted in fields that can be irrigated if necessary. When rainfall must be relied upon this procedure may not work so well. The considerable saving in propagating cost effected by the planting of unrooted cuttings was recognized in the early experiments in Florida but its success in that State is less certain than in California.

It was noted during the preparation of the above plantings that it requires about six men to cut, trim and tie in bundles sufficient cuttings to plant one acre in three-foot rows with the cuttings spaced 18 inches apart in the row, but workers would no doubt become very proficient in such work with experience, which would reduce the cost. The condition of the old plants from which cuttings are cut will also determine to a large extent the number that can be prepared in a day's work because if ample material in proper condi-

tion is available a great deal of time is saved. Cuttings, either rooted or unrooted, could be easily set in the field with a cabbage or tomato planter which would make the planting relatively inexpensive. In the section of California referred to here sufficient soil moisture to permit the cuttings to root promptly can usually be relied on in February and March if the ground is prepared early in

winter and harrowed occasionally to keep down weeds and conserve the moisture.

At first the plants made little top growth but with the beginning of warmer weather and after the root system had been established they grew rapidly. Late in July the four plots were cut and a portion of each distilled. The results are tabulated in Table 5. It is noted that Plot II gave the largest total yield of herb and oil although the percentage yield of oil obtained was slightly less than that from Plot I. The low yield of herb in Plot IV was partly due to the fact that the majority of the plants were set out late as replacements, as already stated, and were therefore smaller than those in Plots I and II. Those that be-



FIG. 4.—HARVESTING ROSE GERANIUMS AT TORREY PINES, CALIF., IN NOVEMBER, 1928.



FIG. 7.—ROSE GERANIUMS IN PLOT I ON RANCH NEAR TUSTIN, CALIF., IN APRIL, 1931.

came established when first planted were thrifty plants and compared favorably with those in the other plots. The yield from Plot III was similarly affected though to a less extent. The effect of the heavy soil in Plot IV became more evident later as indicated in Table 6. Figure 7 shows the condition of the plants in Plot I about two and a half months after planting.

Late in May, 1931, the plants were again cut and part of the material distilled. The winter rains had been unusually scanty; hence one-half of Plots I and II were irrigated to note whether the crop can be increased by such procedure if rainfall is deficient in the winter months. The plants when cut were large with hard, woody stems and had bloomed heavily four or five weeks previously, but had made considerable new growth shortly before cutting following late spring rains.

The yields of herb and oil are indicated in Table 6. It was plainly evident by this time that heavy clay soil in Plot IV is less suitable for geranium culture than the more friable, loamy soil in the other plots. To some extent, however, the small yield of herb was due to lack of a full stand and to the fact that this plot was not given as much cultivation as the others. From Plots I and II large yields of herb were obtained which indicates a very satisfactory yield of oil per acre although the percentage yield was lower than at the previous distillation, due to the larger proportion of stems present. Plot III was partly cut earlier in the spring for propagating material hence no records other than the percentage yield of oil could be obtained.

One of the objects in transferring some of the experiments to

the ranch near Tustin was to investigate the possibility of using harvesting machinery for cutting the crop. In the experiments herein described the plants were cut by hand. Various devices had been used, such as sickles, scythes, corn knives, jackknives, and pruning shears, but any of these make the work tedious and expensive. It is the intention to use a modified mower which it is hoped will meet the special requirements of the crop. The stalks, especially those produced the first year, become very woody and offer much resistance to most cutting machines, but if the plants are frequently cut the subsequent growth is more tender. The woody nature of these stalks is plainly seen in figure 5. The plants are easily pulled out of the ground by a dragging sickle bar or rake and for this reason the ordinary hay making machinery is unsuited for harvesting the crop. It is believed,

however, that with some modification a hay mower can be used. A shorter and stronger sickle bar with the knife operated at a uniform speed should be quite satisfactory. Since it is very difficult to collect and gather up the cut material except with pitchforks some means of transferring this material to the space between the rows must be provided. The sickle bar should be carried at the farther end on a wheel and so equipped that the bar can be raised or lowered and moved forward without any dragging effect. A sheet metal platform with a five or six inch edge attached to the bar and so shaped that the outlet extends behind the mower into the space between the rows would make it possible to rake off the cut material into bunches. A modern clover buncher has the essential features required for handling the cut material.

Table 5—Results of distillation of rose geranium on ranch near Tustin, California, July 29, 1930

Plot	Soil Type	Amount of herb distilled (pounds)	Yield of oil (per cent)	Calculated yield of herb per acre (pounds)	Calculated yield of oil per acre (pounds)
I	Dark, medium to heavy loam	565	.080	6,260	5.01
II	Loam soil covered with blow sand	580	.077	9,280	7.15
III	Loam soil like Plot II but with less blow sand	720	.063	6,190	3.89
IV	Heavy yellow clay, close grain. Becomes hard when dry.	610 (1)	.072	2,440	1.76

(1) Only a part of the herb of Plots I, II, and III, but all of it from Plot IV was distilled.

TABLE 6. Results of distillation of rose geranium on ranch near Tustin, California, May, 1931.

Plot:	Amount of herb dis-tilled,	yield of oil (pounds)	Calculated yield of herb per acre (pounds)	Calculated yield of oil per acre (pounds)	Size and condition of plants, etc
I : Irrigated	1575	.057	31,200	17.78	2½ to 3 feet tall; fairly bushy
: Not irrigated	1375	.056	24,800	13.89	Same size as above but somewhat less spreading
II : Irrigated	1960	.042	22,880	9.61	Somewhat smaller than plants in Plot I. Cut after rain.
: Not irrigated	1375	.072	21,000	15.12	Slightly smaller than plants from irrigated portion
III : Irrigated	1350	.051	:	:	About the same as Plot II
: Not irrigated	800	.081	:	:	Plants cut in spring for propagating stock, new growth small and bushy.
IV : Irrigated	1175	.052	4700	2.45	Poor stand of small unhealthy plants.
:	:	:	:	:	:

With such a machine as described it should be possible to cut even the heavy, woody stalks of the first year's growth. It is hoped that some equipment of the kind suggested may be provided for an early trial, because the growing of geraniums on a large scale is largely dependent on the success of such a machine.

#### Summary and Conclusions

The experiments thus far conducted with rose geranium (*Pelargonium odoratissimum*) in Florida, Texas, and California are described and the information obtained in the several localities discussed and compared. It has been definitely shown that this crop cannot be successfully grown in regions where freezing temperatures occur even occasionally. Moderate frost will not destroy the roots and will do little or no serious damage, but cold waves with temperatures considerably below freezing will kill much of the herb and thus reduce the returns from the crop. In Texas and most sections of Florida the frost hazard is probably too great to justify any large investment in this crop. In the more tropical parts of Florida conditions should be generally favorable but no experiments have been made in such regions to demonstrate this. In southern California coast districts favorable temperatures prevail but irrigation is necessary in summer and sometimes in winter when the rather limited rainfall is not properly distributed.

Rose geranium may be easily propagated from slips. These may be rooted in sand and then transplanted or under favorable conditions the slips may be planted directly in the field without previous rooting. In Florida the success of the latter method depends upon the rainfall but in irrigated districts in California it has been shown to be feasible with a resulting reduction in propagating costs. The plants can be maintained in good productive condition for at least five or six years if properly cared for. In Florida two crops a year, one in June and one in

October, may reasonably be expected provided the plants are not too severely damaged by frost, especially in late winter, and provided also that growing weather in late summer and fall is normal. Under irrigation in the southern coastal district in California the indications are that three crops may be obtained annually if fertilizer and water are used to the best advantage.

It has been demonstrated that the plant responds well to nitrogenous fertilizer, the amount of herb produced being greatly increased by its application. If the bushy, leafy character of the plants is maintained by frequent cutting the use of such fertilizer should very materially increase the yield of oil from a unit area by stimulating growth, although it apparently does not noticeably affect the percentage yield of oil.

The yield of oil obtained from the plant depends on the proportion of leaf surface present. Heavy, woody stems contain practically no oil and their presence therefore merely adds to the cost of harvesting and distilling. Percentage yields ranging from .03 to .10 have been obtained in California and similar yields were also secured in Florida in the recent experiments and in those reported in an earlier publication. To translate percentage yields into acre yields it is necessary to take into consideration the amount of herb produced. The maximum acre yield of oil obtained in California from a single cutting under irrigation was about 17 pounds. It is estimated that with proper use of water and fertilizer the annual yield of oil under California conditions will approximate 25 pounds per acre.

The small areas that have been under cultivation have not provided a satisfactory basis for estimating the cost of production. It is evident, however, that rose geranium will not yield large returns and that the crop can probably be best grown on large areas on which labor-saving practices can be used to advantage.

The oils that have been produced during these experiments have been found by those qualified to judge to be of excellent quality.

# TRADE NOTES



## Velvetina in New Plant

We are pleased to report that no loss to the company other than a brief delay in shipments was occasioned when fire completely destroyed the plant of the Velvetina Co., Inc., Omaha, Neb., on February 14. In spite of the fact that stocks of finished goods were completely destroyed, all was covered by insurance, and with characteristic energy, the company's officers, George W. Summers, president, Paul A. Themanson, vice-president and Robert M. Eby, secretary and treasurer located splendid new quarters and equipped them for manufacturing with only a week's interruption in business.

The new quarters consist of a new, modern, daylight factory, located at 1408 Howard street, Omaha, and the latest equipment for manufacturing "Velvetina," "Egypta," and "Ladyfair" toilet preparations, which enjoy a large and growing distribution.

## Weeks President of Pharmacy College

A four-year plan for the degree of bachelor of science in pharmacy has been adopted by the Des Moines College of Pharmacy. At a meeting on January 6, Carl Weeks of the Armand Co., Des Moines, was elected president of the college. Other officers and directors chosen were C. Waterbury, first vice-president; L. H. Chamberlain, vice-president of Chamberlain Laboratories, second vice-president; F. W. Fitch, F. W. Fitch & Co., third vice-president; J. Earle Galloway, secretary; F. M. Stevens, treasurer; E. O. Kagy, Dean of the College; M. E. Sherman, Des Moines Drug Co., director; R. M. Gibson, retail druggist, director.

## Bo-Kay Perfume New Branches

Bo-Kay Perfume Co., New York, has advised us of the opening of a new branch office in San Francisco to take care of the company's growing business on the Pacific Coast. A branch manufacturing plant has also been opened at Toronto and will make the company's preparations for distribution in the Canadian market.

## Primrose House Moves Offices

Primrose House, Inc., New York City, formerly located at 400 Madison avenue, is now established in new quarters at 16 Cooper Square.

## Princess Pat, Ltd., Silver Anniversary

It is a pleasure to congratulate Princess Pat, Ltd., Chicago and its officers, Mr. and Mrs. M. Martin Gordon on the attainment of the 25th anniversary of the founding of the company. Mr. and Mrs. Gordon launched the Princess Pat business with a capital of \$300 borrowed money and now the company's products are known from Coast to Coast and the business has gone steadily forward and is ever making rapid progress.

In celebrating this anniversary the company takes special pride in the fact that during the last few



MR. AND MRS. M. MARTIN GORDON

years of difficult conditions, there has been a steady expansion of its activities. "The organization has not cut salaries, nor let out competent employees, nor ruthlessly slashed operating expenses. Instead new products have been perfected, new merchandising policies adopted, and selling effort intensified, and in this its officers take great pride," said Mr. Gordon in an interview.

Plans for celebrating the anniversary include the greatest advertising campaign in the company's history. Full pages in color have been taken in magazines having an average monthly circulation of 100,000,000. Daily and Sunday newspapers and daily radio programs will supplement the magazine work. In addition an extra staff of lecturers, demonstrators and sales people will be employed to take full advantage of the pulling power of the unusual advertising.

Mr. and Mrs. Gordon have been flooded with messages of congratulation on their business anniversary to which we add our own and the wish that 1932 may be, as they expect, the greatest year in the company's history.

### Tribute to Dr. C. P. Wimmer

More than two hundred friends of Dr. Curt P. Wimmer, professor of pharmacy and associate dean of the College of Pharmacy of New York City, Columbia University, gathered at the New Yorker Hotel in New York, the evening of February 25 to do him honor. The occasion was a testimonial dinner to Dr. Wimmer given by the Alumni Association of the college in celebration of his twenty-fifth anniversary as a member of the faculty.

Present were outstanding representatives of the drug and pharmaceutical industry, educators and members of Dr. Wimmer's former classes, including a goodly representation of manufacturers of toilet preparations and essential oil merchants.

After the guests were in their places, Dr. and Mrs. Wimmer, escorted by representatives of the college and the university and of the various associations which collaborated in the affair entered to a rousing burst of applause, and after an excellent repast, Prof. Harry Taub, an associate on the college faculty and president of the Alumni Association, introduced the speakers. They were H. V. Arny, dean of the college; George C. Diekman, professor emeritus of pharmacy; Fred M. Fisher, mayor of Ocean Beach; Patrick J. Garvin, representing the Connecticut College of Pharmacy; Louis Spencer Levy, representing H. H. Bertram, president of the American Manufacturers of Toilet Articles who, unfortunately could not be present but sent a telegram of greetings and congratulations; Charles C. Lieb, representing the College of Physicians and Surgeons; Harry H. Miller, representing the New York State Pharmaceutical Association; W. Bruce Philip, president of the American

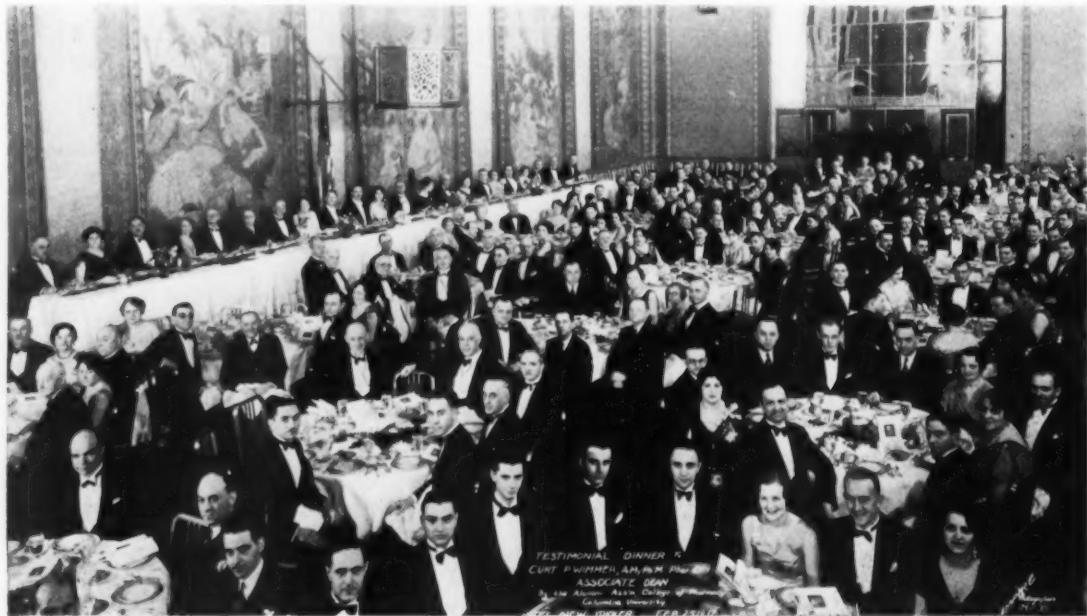
Pharmaceutical Association and a classmate of Dr. Wimmer; and Dr. H. H. Rusby, dean emeritus of the college.

Each speaker for his own industry or profession brought greetings and congratulations and paid tribute to the work and accomplishments of the guest of honor. In response, Dr. Wimmer made a brief address in which he elaborated on the happiness which he had derived from his work at the college and in the profession of pharmacy. He pointed out that there is still much to be accomplished for the profession of pharmacy, that leaders are needed, and that there is great opportunity for constructive and creative work, closing with the following comment on his own twenty-five years of service:

"If one defines happiness as the desire and ability to work, if one defines happiness as satisfaction in creative work, they have indeed been happy years."

### No Lay-Offs at Lady Grey

An encouraging statement regarding conditions has come from the Lady Grey Co., manufacturer of cosmetics, Chicago. Despite trying times, the company has found business good and there have been no lay-offs at the plant during the depression. Lady Grey Co. was established in 1921 by S. J. Beggs and in 1925 purchased and moved into its present building after outgrowing its old quarters. All of the company's old employees were taken along and the original organization is still practically intact. With Mr. Beggs are associated Mrs. Beggs, Paul H. Pettit, perfumer and chemist, and A. L. Harwood, sales manager.



DINNER TO DR. CURT P. WIMMER WHO IS SEATED DIRECTLY IN FRONT OF FLAG

### Institut de Beauté Consolidates Offices

The Prof. Raimon Institut de Beauté has moved its executive offices and show room from 315 Fifth avenue in New York City to 333 West 52nd street, telephone COLUMBUS 5-5997. This move effects the consolidation of the business office with the laboratory and factory and affords a closer co-operation between the two.

### Election of French Syndicate

At the end of January the annual election of the Syndicate of French Perfumers was held in Paris and Robert Bienaimé of the house of Houbigant was re-elected president for the coming year. J. Rocherolles, head of Roger & Gallet was chosen Honorary president. Vice-presidents are Marcel Prot and M. Pellerin and J. Porte was chosen secretary and A. Ravaud, treasurer. Members of the board of councillors are T. Borne, Dr. Eugène Charabot, G. Dalissier, E. Greilsamer, P. Guerlain, R. Plassard, G. Salomon and M. Simon.



ROBERT BIENAIMÉ

### Ferd. Muelhens British Factory

The well-known firm of Ferd. Muelhens, which manufactures the "4711" Eau de Cologne, has decided to open a factory in the United Kingdom with the object of retaining its British market, which it is afraid of losing as a result of the imposition of a protective duty of 50 per cent on imported perfumes and toilet products.

The firm has acquired a factory at Slough, Buckinghamshire, and it is hoped that work will be commenced in the first week of March. According to H. E. Cooper, managing director of R. J. Reuter, Ltd., sole British distributors of the products of Ferd. Muelhens, the British works will produce eau de Cologne of the same quality as that which has been manufactured at Cologne since 1792. The new factory is one of the standard pattern factories on the great Slough Trading Estate, and consists of four bays with a total floor space of 24,000 square feet. The building is now being adapted to the requirements of the firm, and it is hoped that the machinery will be installed within a month.

A group of English girls have been sent to the Cologne factory to be trained as forewomen, and at the outset it will be necessary to bring to Slough a number of German girls who are skilled in the work at Cologne in order to instruct the new English staff. The Germans will return to Cologne as soon as they have carried out their work. It is proposed to manufacture at Slough the entire range of toilet products produced by Ferd. Muelhens at Cologne. The staff at the beginning will consist of 150, most of them women.

### Crystal Rapidly Expanding Abroad

Mr. and Mrs. Myram Picker have just returned from a vacation trip in Florida and Cuba; and while in the latter place Mr. Picker opened up the market for "Outdoor Girl" and "Z.B.T." preparations, manufactured by the Crystal Chemical Co. of which Mr. Picker is president. The company is expanding rapidly, sales offices having recently been opened in China and Japan.

In addition to the English subsidiary of the company, a Canadian subsidiary, under the name of the Crystal Products Co., Ltd. of Canada, has been incorporated in Montreal to manufacture in Canada and to take care of the growing Canadian market.

Continued increase in distribution of the company's line is expected to result from the practically worldwide advertising campaign now being conducted on behalf of "Outdoor Girl" and "Z.B.T." products. Mr. Picker expects to sail for London soon where arrangements will be made for manufacturing there.

### Muir Erects New Warehouse

Muir Co. Inc., Grand Rapids, Mich., has recently completed the erection of a new laboratory and warehouse. This building is of brick and cement construction, 150 x 300 feet. A complete new set of modern bottling and packaging equipment has been installed to speed up production of the company's line of proprietary articles and toilet preparations.

### W. J. Overhamm Forms New Company

W. J. Overhamm has resigned his position as treasurer and general manager of the Prince Matchabelli Perfumery Corp., New York City, which he had held since the inception of the company six years ago, to take up the manufacture and distribution of a new line of products. The new company, Léon Duvet, has offices located at 6 East 45th street, New York; telephone MURRAY HILL—2-1753.

A most attractive set of products consisting of a complete treatment line together with compacts, lipsticks, and other accessories has been developed and are on display at the above offices. In our next issue we will feature these interesting new items in our "New Products" section together with the company's novel method of merchandising.

### New Los Angeles Company

M. A. V. Cosmetics Manufacturing Co. has been organized in Los Angeles by Michael A. Vassiliades who after considerable research work has placed on the market a liquid cold cream, liquid shampoo and a series of skin, hair and scalp treatments.

## Willats Sails for Europe

H. P. Willats, president of Colonial Dames, Ltd., Los Angeles, left New York March 18 on the *Paris* for an extended European tour. His wife accompanied him on the trip which will include most cities of Europe. He is taking with him several thousand feet of motion picture film and plans to bring back colored movies of the famed flower fields of France. His itinerary includes Rome, Vienna, Paris, Czechoslovakia and several points in England. Business will be combined with pleasure as he expects to make contacts with manufacturers of novel glassware and cosmetic containers.

## Ritz Head in Florida

Charles Jundt, president of Charles of the Ritz, Inc., left early in March for his country home in Florida where he will spend a few weeks.

## Hollywood Cosmetics Enlarges Plant

Charles Woodring, of Hollywood Cosmetics Co., reports a generous increase in business in the past month and has added new machinery and enlarged his plant on Santa Monica Boulevard to accommodate the new trade. He says he is doing an ever increasing face powder business and has opened several large accounts on the Pacific Coast for this product since the first of the year. Mr. Woodring's services also have been in demand in developing special and novelty formulas.

## Marie Earle Opens New Salon

The formal opening of the new Marie Earle salon at 714 Fifth avenue, New York City, took place on March 18th just as we were about to go to press. In next month's issue we will include photographs with detailed description of this beautiful new salon.

## Doraldina in New Quarters

Doraldina, Inc., Hollywood, has just moved into the attractive new building shown in the accompanying photograph. The new quarters are located at 819 North La Brea avenue and are much larger and more conveniently located than the former address on Robertson boulevard.

The Doraldina line had its inception about eighteen years ago but the present company which was formed to manufacture and market it on a large scale was incorporated in 1927. Originating with a single product, "Allura" powder base in colors, the line has been rapidly expanded and now embraces a complete line of toilet and beauty preparations. For a time a retail salon was operated in Hollywood for the purpose of acquainting the public with the products but this was discontinued since the company's policy is to sell its products through regular outlets with which it does not compete in any manner. Distribution is now on a

nation-wide scale and a branch office is operated in Detroit to take care of Eastern business.

Commenting on the progress and policy of the company and its rapid growth even during a period of more or less unfavorable business, Zula Ferguson, advertising manager, says:

"Our business has made very satisfactory progress during the past year, despite all the talk about depression. Naturally, we are confident that 1932 will be a much better year—and I personally believe that every year henceforward will see the steady growth of Doraldina, Inc.—because I believe that any business founded on the principle of making the world a more charming and, therefore, a more delightful place in which to live, must succeed.

"To the smart woman of today, cosmetics are a necessity. To the business woman, consistent care of her skin with cosmetics that are scientifically correct, is essential to her success. Women of today allow for their cosmetic expenditures in their budgets just as they allow for rent, food, clothes.

"With regard to the price cutting situation, which is a matter of such deep concern to all drug stores today, the Doraldina company feels that the success of any manufacturer or distributor depends on the good will of his customers. A good reputation or a customer's good will is not something that can be put on the bargain table—or soon, there will be neither reputation nor bargain. The Doraldina company has kept faith with the drug store whose living depends upon making a legitimate profit on quality merchandise, in maintaining profit-bearing prices."



## Phelps on Food Industry

One of the most interesting events in radio broadcasting during the month of February was an address over Station WOR in Newark, N. J. by H. W. Phelps, president of the American Can Co. Mr. Phelps discussed the progress of the canned foods industry under the title, "Feeding America." He said:

"Feeding this country is quite a job. Most folks think that finding food—good food—for one family is quite a job. So, finding food for 26 million families can be called a real big job.

"I have been asked to talk five minutes about an industry that furnishes one-fourth of all the food sold by each of the five hundred thousand grocery stores in the United States. It is an industry that furnishes food for every member of the family—mighty good food—and not leaving out food for the baby and the dog. For that chubby little fellow that rocks in your cradle, it provides the purest, richest of milk. For the lively young pup that wags its tail every time it sees the baby, it provides a wholesome, balanced ration.

"It provides vegetables and fruits—fish and meats—soups and milk—each as fine as nature can furnish it—as pure as science can make it—tasty, nourishing and wholesome—so that you and your children may eat with zest and grow in mind and body.

"Do you guess what I am talking about? Do you wonder if I know what I am talking about? Well, my company made more than three billion cans for food last year.

"I have been in Alaska and seen the gleaming salmon fresh from the sea packed in these cans—in California, and seen her beautiful golden fruits, preserved with all their flavor for you—in Wisconsin, and seen thousands of her broad acres in choicest peas grown specially to be canned for American families. I have seen corn and tomatoes—sardines and tuna fish—olives and artichokes—in fact, most of the more than two hundred different foods that you can buy in cans—packed right where they grow or swim.

"Do I eat these foods in my own home? Do I serve them to guests at our table? Well, Mrs. Phelps and I do it together—she serves them, and I pay for them. And they say we live well in our home.

"Now let me tell you in closing why I have such confidence in canned foods. Some years ago, a great scientist, Dr. M. J. Rosenau, professor of preventive medicine and hygiene at Harvard Medical School, was asked by the National Canners Association to determine scientifically if canned foods were good foods. Dr. Rosenau spent several years in exhaustive and expensive research work—buying the canned foods needed for study, right off the shelves of grocery stores, just as you might do, and giving them every known test of science that would help to answer the question. Then



H. W. PHELPS

one day he said he was ready to give his answer. It was a long answer which I will not read to you now, but I know you will be interested in this sentence of Dr. Rosenau's which summed up his discoveries. He said—"Canned foods are the safest foods that come to our table, because of the sterilization to which they are subjected in the process of canning." Other scientific men as distinguished as Dr. Rosenau, have discovered that canned foods are as rich in vitamins, sometimes richer, than those same foods would be if you were to buy them raw and cook them yourself.

"No industry should, in these enlightened days, share the task of feeding America, except with the aid of all the light which science can throw upon the foods which it prepares and offers to the American family.

"I know the canning business, and I can tell you from a knowledge 40 years in the gathering, that no industry in this country providing foods, utilizes the aid and guidance of science in behalf of the American family, to a greater extent than does the canning industry.

"The canning industry has even gone further and of its own accord has invoked an amendment to the Pure Food laws of the United States—known as the McNary-Mapes Law—which is now in effect and which regulates the industry itself in the interest of your families.

"What other food industry has done as much as this? And why did the canned foods industry do it? Because they know scientifically that they are right—and realize their responsibility in 'Feeding America'."

## Miss Sage Develops Junior League Cosmetics

Miss Peggy Sage, originator of the Peggy Sage products for beautifying the hands, with salon at 50 East 57th street, New York City, has recently superintended the redecoration of the Junior League treatment, hairdressing and manicure salons located in the

Junior League Club house on East 71st street. The color scheme of the salons is white with blue and terra cotta trimmings. White walls topped with a ceiling of terra cotta with a scalloped awning effect at the sides affords a most striking and distinctive effect. The floor in blue gives just the right contrast with the ceiling and walls to form a most pleasing ensemble.

Miss Sage, who has charge of the treatments of these salons, is also planning the repackaging of the cosmetic line for the Junior League.

## Angela Varona on Midwest Trip

Miss Angela Varona, manufacturer of the Angela Varona cosmetics, New York City, left on March 11th on a business trip through the Middle West. Before returning to her New York salon she will visit Chicago, Minneapolis, and St. Paul.

## Introducing a New Contributor

We are pleased to introduce to our readers this month another new contributor whose first article "Should Advertising Claims Be Curbed?" appears on page 10. Miss Florence E. Wall has an exceptional background for literary work in the toilet goods industry. A native of New Jersey, she was educated at the Academy and College of St. Elizabeth, Morristown, where she specialized in chemistry, after graduation in 1913 taught science for four years in New York state.

Later she became connected with the Radium Corp. in Orange, N. J., and in 1918 she joined the Seydel Co. in Jersey City, doing analytical and research work on numerous organic products manufactured by that company. After a visit to Europe in 1921, Miss Wall spent two years in Cuba teaching, and upon her return became associated with Inecto, Inc., establishing a department of technical advice for that company and preparing a text book on hair and hair preparations. She left Inecto, Inc., in 1928, and has since been engaged in research and general consulting work on cosmetics and beauty culture.

Miss Wall is a Fellow of the American Institute of Chemists and a member of the League of Advertising Women. We are sure that our readers will enjoy and profit by the authoritative articles which she contributes to our pages.

## A Series on Packaging

We are pleased indeed to present this month the first of a series of articles on packages and packaging problems written by Ruth Hooper Larison of New York. Mrs. Larison has had long experience in advertising and sales promotion work with important houses in our industries, department stores and others. She recently established her own business as a consultant on merchandise and merchandising in New York City, and works in co-operation with manufacturers and advertising agencies in the improvement of products and their method of presentation as well as the creation of new products, packages and merchandising plans. We are sure that our readers will follow her articles with much interest and profit. The first appears on page 5 of this issue.

## Schimmel Representative in America

W. H. Goetz, who for several years has been representative of Schimmel & Co., Miltitz, Germany, in South America and who has covered all the important markets and countries there, is spending a few weeks in New York preparatory to a visit to his principals in Europe. He expects to sail on the *Albert Ballin* on March 23rd and after a few months in Europe will return direct to South America. Mr. Goetz is thoroughly familiar with the drug and toilet preparations trade in South American countries and reports that despite unfavorable economic and political conditions, the industries there have been making steady progress. Numerous European and American companies which are operating manufacturing branches and business in raw materials and supplies, he believes, will continue to make satisfactory progress.

## Zonite Buys Annette's Perfect Cleanser

The Zonite Products Corp., New York City, has purchased the Annette's Perfect Cleanser Co. of Boston. All rights to the business of the Boston company were given to Zonite in exchange for 18,000 shares of Zonite Products capital stock purchased in the open market where it has been selling for \$8 to \$9.

Other companies owned by the Zonite Corporation are A. C. Barnes Co., Forhan Co., Inc., The Agmel Corp. and The Larvex Corp., all in the United States, and in Canada, the Zonite Products Corp., Ltd., The A. C. Barnes Co., Ltd., Forhan's, Ltd., and The Larvex Corp., Ltd.

The newly acquired company will retain its own name and be operated as a wholly owned subsidiary of Zonite Products Corp. Mrs. Annette R. Jennings, founder of Annette's Perfect Cleanser, retains a stock interest in the company she owned and it is reported may later become chairman of its board of directors. The plant operated in Boston will be maintained for the present, but later manufacturing operations may be moved to New York. Merchandising and advertising plans are now being developed and will be announced by the company later.

## Wisconsin Wins Palmolive Tax Case

The right of the Wisconsin tax commission to collect \$200,000 additional income taxes from the Palmolive Co., now the Colgate-Palmolive-Peet Co., was upheld Feb. 13 by the United States Circuit Court of Appeals in Chicago. The decision affirms an opinion by Federal District Judge Walter C. Lindley, given in Madison in August, 1930. Judge Lindley dismissed the action of the concern seeking to restrain the tax commission from collecting the tax. The commission made the additional levy in 1929, holding the tax due on Wisconsin earned income and accusing the company of attempting to avoid payment through labyrinthic business transactions between the Palmolive Co. of Wisconsin the Western Operating Co. of Chicago and the Palmolive Co. of Delaware, the latter the parent holding company.

## La Combe with Lavo Co.

Fred E. La Combe has rejoined the Lavo Co. of America, Milwaukee, as sales promotion manager and assistant to the president. Mr. La Combe was more recently connected with the Benz Products Co., Milwaukee manufacturers of sanitary supplies. The Lavo concern manufactures floor soaps, disinfectants and laundry supplies and also serves as distributor of the Lux lines of industrial soaps.

## Fisher With Max Factor

Dr. Paul E. Fisher, formerly with the manufacturing laboratories of McKesson & Robbins, Bridgeport, Conn., has now become a convert to the Southern California climate and is with Max Factor as chief chemist of perfumes and cosmetics.

### Renaud Organization Expands Activities

Renaud et Cie of America has removed its New York office to 11 West 42nd street in the Salmon Tower Building. The previous address was 15 East 26th street. The new quarters are very attractive and convenient. Gordon R. Badger heads the New York organization.

John H. Davis, vice-president in charge of sales at the Boston headquarters recently left for an extended trip through the West, to the Pacific Coast. He will be away for several months, and will confer with the sales organizations of the company in all the large centers. An extensive sales promotion plan is being inaugurated by the Renaud organization. One feature of this plan is the introduction of day and evening perfumes, which is being stressed in advertising. Renaud et Cie are promoting sweet pea for day use and orchid for evening use.

The organization is also featuring with every package of face powder that it sells an introductory flacon of sweet pea perfume and rouge concentrate.

### Joncaire Laboratories Now Completed

The new laboratories of A. Joncaire, Inc., at 145 South Street, Boston, are now completed, according to Earl S. Rowell, president. Incidentally, Mr. Rowell notes the continuance of mail orders in unprecedented quantities, due to hand-to-mouth buying and repeat business. The depletion of retail stocks, thus indicated, means excellent future buying. This executive finds that business is holding very well.

### Death of Auguste Muller

Auguste Muller, an officer and director of Bertrand Frères, S. A., Grasse, died in that city March 3 at the age of 54. Mr. Muller's entire business career had been spent with the house of Bertrand Frères in which his father had also been interested.

For many years he was a partner of Emile Schlienger, head of the company, and upon its incorporation became a director and officer. He had complete charge of manufacturing operations and was known as one of the most progressive manufacturers of floral products. He leaves a widow and two sons.



THE LATE  
AUGUSTE MULLER

### Congratulating Mr. and Mrs. F. L. Butz

Fred L. Butz, the genial New York representative for Waterbury Paper Box Co., Waterbury, Conn., and Mrs. Butz celebrated their silver wedding anniversary on February 25. We extend our heartiest congratulations and express the hope that twenty-five years from now we may be privileged to extend them again.

### Adams Opens California Branch

Further expansion of the cosmetic colony in Southern California has been signalized by the opening of a branch of Adams Chemical Laboratories of New York in Hollywood. The new branch has been established in very convenient quarters at 1808 North Van Ness avenue and the products heretofore made only in the East and principally distributed in Eastern territory will now be manufactured in California.

A. Mislig, head and founder of the company, will be in charge of operations in both New York and Hollywood. Mr. Mislig established the business here in 1907 after some years of successful experience in Moscow where he was educated. He is a registered pharmacist in New York state. The leading item in the line is "La Metamorphose" cream and around this item the remainder of the line has been built.

### Ungerer Perfumer on Trip

Dr. A. T. Frascati, head of the perfume laboratory of Ungerer & Co., New York, has just returned from a six weeks' business trip through the Middle West and South. Dr. Frascati made his headquarters at the office of E. M. Tysdal, St. Louis representative of Ungerer & Co. Accompanied by Mr. Tysdal, he visited the trade in Memphis, Louisville, Chattanooga, Nashville, Indianapolis, Columbus, Cincinnati, Cleveland and Detroit. Although he reports that section of the country as feeling the general curtailment of business, Dr. Frascati noted an almost universally optimistic outlook for the future. There is a decided interest in the development of new products and packages, interest in these points overshadowing any other angle of business.

### Benard President of Grasse Chamber

Henri Benard, one of the principals of the house of J. Mero & Boyeau, Grasse, has been re-elected president of the Consultative Chamber of Arts and Manufacturers of the Arrondissement of Grasse. This body which corresponds in many particulars to an American chamber of commerce has accomplished much worthwhile work for the city and vicinity under Mr. Benard's direction and we are pleased to congratulate him upon his re-election.

### Acknowledgment to Isaac Goldman

Through the courtesy of Isaac Goldman Co., printers, New York, permission was extended American Commercial Alcohol Corp. for the use of the idea of a hand holding aloft a crystal clear globe, in its advertisement this month.

### Harrah Building New Company

L. O. Harrah, who has been connected with the cosmetic and drug industries for nearly thirty years, has recently established the Harrah Laboratories of Charleston, W. Va., to manufacture and sell special toilet preparations on which he has been working for some years. Initial items in the line are a hair tonic, face creams, astringent lotion, shampoo and special powder.

### Anchor Cap's Safety Prize

The accompanying photograph shows the group trophy recently awarded to the Anchor Cap and Closure Corp., Long Island City, New York, for its excellent record in accident prevention. The trophy was awarded in connection with the Accident Prevention Campaign conducted under the direction of the Associated Industries of New York State, Inc.

The award was in Group B which included all plants engaged in stamping and forming operations. Anchor Cap and Closure Corp. in this competition made a score of 100% which means that absolutely no time was lost by any of its employees as the result of an accident. Only one other plant in the group made a 100% record, but the award went to the Anchor Cap and Closure Corp. on account of the greater number of working hours involved.

We are pleased indeed to congratulate the company, its executives and employees on this splendid record which should be an inspiration to other companies associated with the toilet preparations industry.

### Burt Purchases Hefter & Co.

F. N. Burt Co., Ltd., Buffalo, N. Y., has purchased the equipment, name, good will, fixtures, trucks, etc., of Hefter & Co., Inc., Brooklyn manufacturers of paper boxes, from Senator Charles F. Murphy, receiver in equity. The sale was confirmed by Judge Moskowitz in the U. S. District court, Brooklyn.

### Congratulating Mr. and Mrs. Rawson

We are pleased to offer congratulations to Mr. and Mrs. Charles Rawson on the recent birth of a daughter. Mr. Rawson is manager of the essential oil division of Pfaltz & Bauer, Inc., New York.

### Loebenberg U. S. I. C. Vice-President

At a meeting of its board of directors held on March 8, the U. S. Industrial Chemical Co. Inc., subsidiary of the U. S. Industrial Alcohol Co., elected A. L. Loebenberg to the office of vice-president. He will have charge of sales development work.

Mr. Loebenberg is well known in the chemical industry with which he has been identified in important executive capacities for many years. A graduate of the Massachusetts Institute of Technology, he was formerly director of manufacture and subsequently vice-president in charge of sales of the National Aniline & Chemical Co. Inc., a division of the Allied Chemical & Dye Corp. He was previously plant manager of the Beckers Aniline & Chemical Works, Inc., which was developed into one of the most important factors in the American dyestuffs and organic chemical industry. More recently he has acted in the capacities of vice-president and general manager of subsidiaries affiliated with American Machine & Metals Inc.

Mr. Loebenberg is a resident of New York City and a member of several clubs in the metropolitan district. He assumed duties with the U. S. Industrial Chemical Co. Inc. on March 16.

### Compagnie Parento Moves Chicago Office

Harold F. Davidson, manager of the Chicago office of Compagnie Parento, Inc., has advised us that the new address of that branch is 5748 North Campbell avenue. The office was formerly located at 921 Sunnyside avenue.

Mr. Davidson has just completed a three weeks' trip through Iowa, Nebraska, Colorado, Kansas and Missouri, and was accompanied on part of this trip by D. E. Picciano, vice-president of the company. They showed the moving pictures of the flower fields of France and Bulgaria taken by Addington Doolittle, president of Compagnie Parento, Inc. Mr. Picciano has since returned to New York by way of Detroit.

Mr. Davidson advised us that conditions in the states through which he traveled are showing considerable improvement.

### Reich-Ash Opens Chicago Branch

Joseph Ash, president of Reich-Ash Corp., New York, has returned from Chicago where he opened a new office for the company, in charge of Irving Schwartz.

The company also advises that Arthur Ash is now in complete charge of department store sales in the Metropolitan territory to which he is devoting his entire time. In company with Arthur Feldman, he conducted a striking display at the recent Druggists' Supply Association exhibit.

### James Now with Puritan

Louis James who is well known through his long connection with the toilet preparations trade is now connected as special representative with Puritan Cosmetics, Inc., St. Louis.

## Oxzyn Opens Canadian Branch

The Oxzyn Co., New York, has opened a Canadian branch at 813-823 Mercer street, Windsor, Ontario. The plant is located in light, roomy quarters and will be in full operation by April 1. The same management and policies that have been so successful in their American business will be in control, which assures the success of this venture. American manufacturers of toilet articles should be interested in this opportunity to extend their markets and profit by these facilities.

## Leser Represents Art Tube

The Art Tube Co. of Irvington, N. J., has advised us of the appointment of J. W. Leser & Co., Los Angeles, Calif., as representatives on the Pacific Coast.

The Leser company was organized by J. W. Leser in 1929. Mr. Leser has had long experience in the chemical, drug and allied lines, and in addition to the Art Tube Co., he represents Alsop Engineering Corp., Harmon Color Works, Inc., Cosmetic Colors, Tamms Silica Co., and several other firms.

## Mr. and Mrs. Bennett Return

Mr. and Mrs. David A. Bennett returned on the *Europa* March 15 from a visit in Europe where they conferred with Dr. Albert Verley, head of Etablissements Albert Verley and officials of Tombarel Frères, Grasse, regarding the work of Albert Verley, Inc., Chicago, of which Mr. Bennett is president. After a brief stay in New York Mr. and Mrs. Bennett returned home to Chicago.

## Joan Claire Sherwood Arrives

Our congratulations to Mr. and Mrs. H. H. Sherwood on the arrival on February 18 of Joan Claire, six pounds one and one-half ounces. Mr. Sherwood is president of Sherwood Petroleum Co., Brooklyn.

## Hyman & Hyman Moves Offices

Hyman & Hyman, Inc., manufacturers of cosmetics, hair preparations and toiletries for over twenty years have moved its offices and show rooms to 444 Madison avenue, New York City. For many years the offices and display rooms had been located at East 16th street, but with the trend of business moving uptown it was decided that the 444 Madison avenue address would be more convenient to buyers. Practically the entire sixth floor of the building is devoted to showroom purposes necessary to the display of the company's extensive line.

## Nichols Medal to Prof. Conant

The William H. Nichols Medal for 1932 was awarded to Professor James P. Conant, chairman of the division of chemistry at Harvard University, at a meeting of the New York section of the American Chemical Society held at the Engineering Societies Building, New York City, on March 11th. The award was made for researches carried out by Professor Conant on the determination of the essential nature of the chlorophyll molecule.

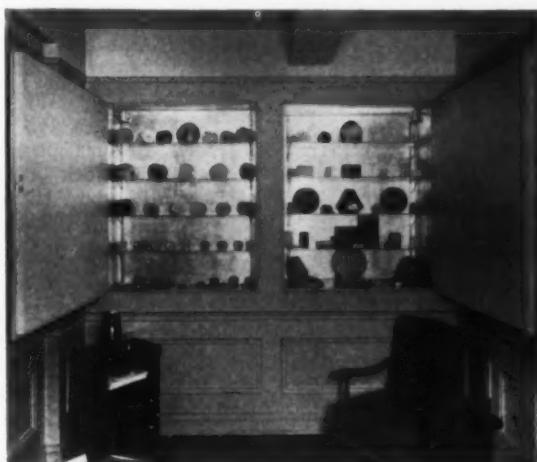
## Novel Display by Brodrick

Reversing the procedure of "Now you see it, now you don't", a dramatic display is given visitors to the New York office of L. H. Brodrick, representative of W. C. Ritchie & Co., Chicago.

Entering his suite at 475 Fifth avenue, one is ushered into Mr. Brodrick's private office. In the course of bus'ness conversation, the talk turns to packaging. Mr. Brodrick touches an electric button, concealed in his desk.

Suddenly, with a gentle swish, the wide panels of the back wall slowly, silently, swing open. As the action is completed, the motion attracts immediate attention to the bright sheen of silver-lined cabinet, with its layers of glass shelving, broken only by the designing of the displayed containers. Recessed lights are hidden behind a frosted-glass ceiling, sending their shimmering glow, like stage-lights, down upon the disp'ay.

Solid silver leaf was used to coat the walls of the



BRODRICK DISPLAY SHOWING WALLS OPEN

hidden cabinet. The wide panelled walls are controlled by pneumatic checks, permitting the sudden opening when released by the hidden push-button, completing the revelation of the display with silent control as the doors rest wide-open, further framing this sudden display.

## Trinity Laboratories' New Address

Trinity Laboratories, manufacturers of cosmetics and beauty parlor supplies at Austin, Tex., is now located at a new address, 1419 Lavaca street.

## Leube Tours for Bourjois

R. P. Leube, Jr., sales executive of Bourjois, Inc., New York, is spending twelve weeks in a tour of the country during which he will call on all Bourjois representatives.

### Majestic Metal in New Quarters

Majestic Metal Specialties, Inc., is now established in its new and larger quarters in the Graphic Arts Center Building at 200 Varick street, New York City.

New and modern equipment has been installed in the factory, and the arrangement of the various departments on the same floor expedites considerably the manufacture of metal vanity cases and other specialties. Adjoining the reception room are the executive offices, including the private office of Nathan Kasdar, president, and Joseph Leshin, secretary, and arranged in sequence, are the designing, tool, stamping, plating, polishing, embossing, enameling, lacquering, assembling and shipping departments. All work is done by natural light except late in the afternoon and on very dark days. Manufacturing is in charge of Daniel Pollock, superintendent.

At the present time there are about 400 in the organization, including 60 tool and die makers who are occupied primarily in the development of new articles. In view of the steady growth which the company has enjoyed since it was established, it confidently believes that before long it will have to augment its present staff to care for its increasing business.

### Sherwood Opens Export Office

The Sherwood Refining Co., Warren, Pa., has opened an export office at 35 Water street, New York City, telephone BOWling Green 9-8294. All export sales of its products to every part of the world, will be handled through this new office.

### Crowley Portrait in Exhibition

Among the portraits of Americans by American artists, displayed in the Anderson Galleries, New York City, by the American Art Association in the loan exhibition sponsored by Mrs. William Randolph Hearst, is a portrait of Charles Edward Crowley, vice-president of the Alsop Engineering Co., New York City. The painting is the work of Alfred Everitt Orr, a silver medallist of the Paris salon, and shows Mr. Crowley in a characteristic pose. According to critics the picture of Mr. Crowley is regarded as one of the most distinctive in the exhibit, which includes portraits of many outstanding political and business leaders.



CHARLES E. CROWLEY, PAINTED BY  
ALFRED EVERITT ORR

### Louis Amic Sails for Home

Mr. and Mrs. Louis Amic sailed for France on the *Paris* last month. They debarked at Cannes and as the vessel made a cruise before touching the Riviera they had a pleasant vacation.

Mr. Amic is in close touch with the desires of the firm's American clients through the able staff of the New York branch, and by virtue of his own frequent personal contacts with them, and is thus able to confer intelligently with his partners at the plants in Grasse and Argenteuil.

He expects to return to the States again next Fall, and is greatly encouraged by the apparent improvement of business that has been noticeable in the industry during February.

### Drug, Inc., Sued!

Damages to the extent of \$15,000,000 are sought by the minority stockholders of the Owl Drug Co., from Drug, Inc., Louis K. Liggett Co., United Drug Co., and directors of the Owl Drug Co. Suit has been brought in the Superior Court, Los Angeles, charging alleged mismanagement.

The Liggett Co. and United Drug, subsidiaries of Drug, Inc., having acquired control of the Owl Drug Co., in January, 1930, through the purchase of 40,000 shares of the voting common stock, are alleged to have mismanaged Owl properties, and these, as a result, are now insolvent, the suit charges. Practical bankruptcy also is charged, since the suit alleges that Owl's liabilities are now greatly in excess of assets. An injunction is sought restraining the defendants from entering any further contracts on behalf of the Owl Drug Co. The suit also seeks an accounting from the present management.

### Death of Mrs. Otis E. Glidden

Mrs. Otis E. Glidden, wife of the president and general manager of Affiliated Products, Inc., Chicago, died in that city on March 18. Funeral service and interment were from her old home in Macomb, Ill., March 20. We extend to Mr. Glidden expression of our sincere sympathy in which our readers will join.

### Correcting Givaudan-Delawanna's Advertisement

An unfortunate typographical error in the advertising insert of Givaudan-Delawanna, Inc., which appeared in our February issue called attention to the company's "Opponax No. 1554 S. V." This should have read "Opponax No. 1544 S. V." and inquirers should use the latter number in referring to the product in correspondence with the company.

### Leonhard Company's Eightieth Anniversary

Theodor Leonhard Wax Co., Inc., Haledon, Paterson, N. J., which has specialized in the bleaching and refining of beeswax for the toilet preparations and pharmaceutical trades has just rounded out eighty years of continuous service to these large and growing industries.

It was in 1852 that Theodor Leonhard established the business in Hastings-on-Hudson, N. Y., and in the eighty years that have elapsed since then the company has never departed from its original purpose to bleach and refine beeswax exclusively. After he had decided to establish the business Mr. Leonhard went out in search of customers. The first one secured was McKesson & Robbins who took the first batch of wax bleached and who have since then been continuous customers of the company.

The stirring events of the Civil War did not interrupt the activities of the company which enjoyed a steady growth. In 1857 the business was moved to Haledon, near Paterson, N. J. where the bleaching and refining of beeswax for the drug and toilet preparations was developed.

The business continued under the sole ownership of Mr. Leonhard until his death at the age of 90 in 1907. After that the style of the firm was changed to Theodor Leonhard Estate, and the business was conducted by his sons, the late J. Henry Leonhard, Albert F. Leonhard and George L. Leonhard, who still control the company. The company was incorporated on December 31, 1908. George L. Leonhard is president, Albert F. Leonhard is vice-president and Rudolph J. Mayer is secretary, treasurer and general manager. Mr. Mayer has an intimate knowledge of the business gained in his 22 years of experience with the company. He began as a bookkeeper and gradually worked his way to a position of responsibility, and for some years, has acted as general manager of the concern which now does a nation-wide business.



THE LATE THEODOR LEONHARD

### Northam Warren's Favorable Report

Northam Warren Corp. New York City, and subsidiaries have issued their consolidated balance sheet for the year 1931 which shows a remarkable gain in the company's business and profits during a rather unfavorable year. The income sheet shows net earnings after interest, depreciation and taxes of \$816,708 in 1931 as against \$807,014 in 1930. After deducting preferred dividends, there remains \$692,803 applicable to the common stock, or \$3.46 per share on 200,000 shares outstanding against \$3.47 per share on 192,500 shares outstanding at the end of 1930. The company is to be congratulated on this excellent showing in a difficult and troublesome year.

### Morena Retires as Judge

Pierre Morena, who for many years has presided over the Tribunal de Commerce of Grasse, recently retired from that office. Appropriate ceremonies including an eloquent tribute to Mr. Morena by one of the oldest Grasse attorneys were held upon his retirement. Mr. Morena is a partner in the house of Charabot & Co., represented in the United States for many years by Ungerer & Co., New York.

### Ohio Cosmetologists to Meet

Ohio Association of Cosmetologists has picked April 11, 12 and 13 for the Columbus beauty trade show at the Neil House. The same show was recently held at the Gibson Hotel in Cincinnati. James K. McCoy, executive show manager is making arrangements to accommodate 1500 people. Laura Riker of the Neil House beauty parlors is vice-president of the organization and one of the sponsors of the show.

### Sefton Organizes Simpson Division

Sefton National Fibre Can Co. of St. Louis has advised us of the organization of its Simpson Division which will be located in Chicago. This branch will occupy space in the Simpson building in the industrial district of Clearing, and will be under the supervision of Simpson, Inc., of which Charles T. Simpson is president.

The new division will manufacture spirally wound cans with fibre ends or metal ends, and as rapidly as conditions permit additional machinery will be installed until a full and complete unit is in operation. Mr. Simpson has built up a competent corps of experts, all of whom are experienced in the box busi-



EXECUTIVE PERSONNEL OF SIMPSON, INC.  
Left to Right, Standing: Miss Irene Doody, John Bocan, Bernard Sir, Miss Anna Kimak. Seated: William Steurer, Chas. T. Simpson, J. S. Cox

ness and they will co-operate with him in operating this new division of the Sefton company.

The business of Simpson, Inc. will also be expanded and enlarged by the addition of a line of fancy setup boxes and operations of both companies will be in the same building at 6551 West 65th street. The executive personnel which will operate both businesses is shown in the accompanying photograph.

### Coty Begins Newspaper Drive

Coty, Inc., New York, has started a tremendous advertising drive on its products in newspapers covering the entire country. The campaign will run in 177 newspapers plus the *American Weekly* with a total circulation of nearly 20,000,000. Quarter pages are being used weekly and in some instances twice a week and most attractive copy is being used in all of the mediums.

### Gold Dust Corp. Financial Statement

Gold Dust Corp., New York City, reports for the year ended Dec. 31, a net income after interest, depreciation, Federal taxes and other charges, of \$3,513,648, equivalent, after preferred dividends, to \$1.73 a share on 1,817,903 common shares, against \$6,689,000, or \$3.51 a share, on 1,798,602 common shares in 1930; net working capital at end of year, \$14,183,819, against \$14,883,000.

### An Interesting Old Dispensatory

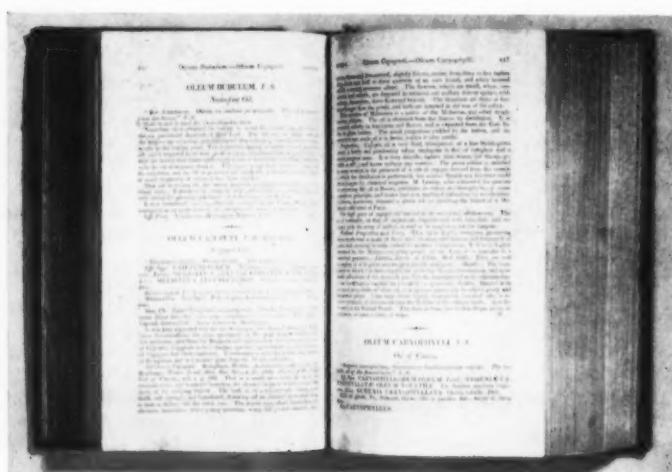
J. E. Wolfe treasurer of Neumann-Buslee & Wolfe, Inc., Chicago, recently received a copy of the U. S. Dispensatory Third Edition, issued in 1836, which he sent along for our inspection. It was given him by James Kingham, Kingham Bros., Indianapolis. So interesting was this book and so splendidly illustrative of methods of pharmacy of a century ago that we asked Dr. Curt P. Wimmer to prepare a "review" of it for the benefit of our readers. His comments follow:

"A copy of the U. S. Dispensatory of the year 1836 has been submitted to the writer with a request for a brief review. This edition is dedicated by the well-known authors to two equally well-known workers in medicine of Pharmacy, namely to Dr. Joseph Parrish and Dr. Thomas T. Hewson—eminent in their day. The first edition of this dispensatory appeared in 1833. The fact that this work went through three editions in the short space of three years certainly speaks well of the interest aroused by it.

"We find very complete information as to the state of knowledge of drugs and chemicals one hundred years



J. E. WOLFE



ago in this volume of more than one thousand pages. Under the heading of each medicine, whether derived from the animal, vegetable or mineral kingdom, we find its history, the place of growth, or method of production, its physical and chemical properties, its uses, its dosage, and the pharmaceutical treatment to which it may have to be subjected before it reaches the patient's bedside. The information given compares very favorably both as to amount and quality with that found in the dispensaries of today.

"Part I of the Dispensatory is devoted to the subject of *Materia Medica*. Under this heading we find about 600 pages given over to the description of drugs, many of which are in use even now. Others have become quite obsolete. To go into detail in a discussion of these drugs, is of course, out of question here.

"Of volatile oils we find the following described: cajuput, cloves, cinnamon, lemon, and turpentine. Insofar as physical description of these oils is concerned little is essentially different from what we know today. But the chemistry of the oils was not at all known. Under the heading of oil of lemon appears this statement: "When perfectly pure, it consists exclusively of carbon and hydrogen, and is said to be identical in composition with pure oil of turpentine."

"Part II of the Dispensatory is devoted to chemicals and galenicals. Here we find much that is of interest to the apothecary. Many of the galenicals are no longer employed, but are of considerable historical interest. Bezoar stone and Theriac are described as now obsolete; but burnt sponge is recommended for goitre, tobacco infusion for hernia, extract of butternut as a mild cathartic.

"The writer has set forth some of the medicines found in the Dispensatory which are amusing to us today. This does not mean, however, that all of the material found is of the same type. On the contrary, the Dispensatory holds before us a mirror in which the high state of knowledge of the medicinals of one hundred years ago is strikingly reflected. Moreover, the Dispensatory bears witness to the fact that the beginning of the nineteenth century was really the dawn of our knowledge of drugs and chemicals."

## Founders' Day at Philadelphia

The 111th anniversary of the founding of the Philadelphia College of Pharmacy and Science was celebrated there February 23, with a special convocation in the afternoon, followed by an alumni reunion in the auditorium in the evening. At the convocation in the afternoon, Dr. C. Leonard O'Connell, associate dean of the University of Pittsburgh College of Pharmacy received the degree of Master of Pharmacy, *honoris causa*. As speaker of the afternoon, he delivered a masterful and forceful address upon the standards of education in pharmacy, stressing the fact that the training received by students in four-year courses in pharmacy not only qualifies them professionally but also contains most of the elements of a college education in the liberal arts.

The afternoon convocation was also the occasion of the presentation to the College by H. K. Mulford, 1887, founder of the H. K. Mulford Co., of the fifth in the series of murals depicting the progress of pharmacy which are hung in the foyer of the Philadelphia College. In a moving address at the dedication, Mr. Mulford made the presentation in memory of his two famed preceptors, Joseph P. Remington, 1866, long dean of the Philadelphia College and Lucius E. Sayre, also 1866, at one time a business partner with Joseph P. Remington, and later dean of the University of Kansas School of Pharmacy.

## Honors for Givaudan-Delawanna

Givaudan-Delawanna, Inc., New York, has again been awarded a "Perfect Safety Record" by the New Jersey State Department of Labor. The award signifies that no labor time was lost through accidents at the company's plant in Delawanna, N. J., during 1931.

The company's bowling team has just won the Industrial League Bowling Championship by defeating the strong U. S. Rubber Co. team in the closing games of the season. The match was a very close one, the result remaining in doubt to the final frame. Givaudan-Delawanna won the first game by six pins and the second by two pins after trailing by 37 pins in the middle of the game. The trophy is a handsome silver cup.

## Owens-Illinois to Buy Illinois Pacific

It has been proposed and approved by the directors of both the Owens-Illinois Glass Co., Toledo, and the Illinois Pacific Coast Co., San Francisco, that the former take over the assets of the latter. The consummation of the transaction now rests with the stockholders who it is reported will act upon the proposal very shortly.

## Re-appointed to Pharmacy Board

Five members of the Louisiana State Board of Pharmacy were re-appointed to the board and commissions were issued early in March by the Secretary of State. The members re-appointed were W. E. Harter and E. H. Walsdorf, New Orleans; C. M. Daspit, Houma; John E. Guess, Hammond; and J. P. Campbell, Jr., Alexandria.

## Bon Ami Co. Makes Financial Report

Bon Ami Co., New York City, reports for the year ended Dec. 31, a net income after depreciation, Federal taxes and other charges, \$1,272,776, equivalent under participating provisions to \$5.86 a share on 100,000 class A shares and \$3.43 a share on 200,000 shares of class B, against \$1,356,445 or \$6.28 on class A and \$3.64 on class B in 1930.

## Congratulations to Mr. and Mrs. Helfrich

We are pleased to congratulate Mr. and Mrs. Llewellyn S. Helfrich on the occasion of their 60th wedding anniversary which was celebrated March 3 in their California home. Mr. Helfrich is the father of J. H. Helfrich, president of Helfrich Laboratories, Chicago and New York, and was for many years connected with the drug and toilet preparations business.



MR. AND MRS. LLEWELLYN S. HELFRICH

Both Mr. and Mrs. Helfrich were born in Bethlehem, Pa., and married there in 1872, a year after his graduation from the Philadelphia College of Pharmacy and Science. For some years Mr. Helfrich was connected with the French Cave Co. of Philadelphia, and in 1901 moved to Chicago where he became associated with James S. Kirk Co. and later with the Baldwin Perfumery Co. of the same city. He retired from active business in 1920 and moved to California, but when his son, J. H. Helfrich, organized Helfrich Laboratories in 1922, he immediately sought the aid of his father's experience and the initial success and steady progress of the company is attributable in no small measure to the knowledge and guidance of Mr. Helfrich, Sr.

All of our readers, among whom Mr. and Mrs. Helfrich number many friends and acquaintances, will join us in heartiest congratulations.

## La Maur Products Moves

La Maur Products, Minneapolis, Minn., recently advised us that it has moved from 917 Marquette avenue to new quarters at 605 Eighth avenue South.

## Baxter in New Quarters

Don Baxter, Inc., Glendale, Calif., recently moved to 1505 Gardena avenue. The company was formerly located at 1414 Garden avenue.

## Baltimore Cooking School Success

Hundreds upon hundreds of gratifying letters gave convincing evidence that the Quality Group Cooking School held in Baltimore from September to December had been a success, so much so that a second series of these cooking schools have been started and lectures are being held every Wednesday afternoon from 2 to 4 o'clock in one of Baltimore's large department stores, The May Co. The entire program is broadcast over radio station WBAL.

Products are mentioned by brand names as the recipes are worked out in class, and the salient points of the products of the participating manufacturers are discussed thoroughly. Printed recipe folders are also distributed and these contain the brand name of the products. Naturally, a woman, in preparing these recipes in her own home, will want the exact products demonstrated to assure her the same success.

This sends the housewife into her neighborhood grocery, and encourages and promotes the sale of many more products than ordinarily would be sold. Grocers have commended the progressiveness of those manufacturers who are helping them in this way to sell their goods.

The second series of this Quality Group Cooking School, like the first, is a cooperative venture having as its sponsors such well known concerns as The Rumford Co., Pillsbury Flour Mills Co., Borden Sales Co., McCormick & Co., John Poehlman & Sons, Bond Bakers, Brandywine Mushroom Corp., Columbia Wholesalers, F. O. Mitchell & Bro., The May Co. and Louis H. Rettberg Inc.

## Givaudan Dinner to Riedweg

Givaudan-Delawanna, Inc., gave a farewell dinner to Jacques Riedweg before he sailed on the *Bremen* March 8th. Mr. Riedweg has made three separate trips to this country in as many years and has won many friends among the soap and cosmetic manufacturers throughout the United States and Canada. Representing L. Givaudan & Cie, associates of the hosts at the dinner, Mr. Riedweg always brings new products, creations of the Geneva and Paris laboratories, for the perfumer and soap maker. Arriving in the late Fall, Mr. Riedweg has travelled from coast to coast, from Canada to Texas calling on the trade with the local representatives of Givaudan-Delawanna, Inc.

The dinner was held at the Hotel Brevoort, and was attended by only the executives and department heads of the New York office and the factory at Delawanna, N. J. As a token of personal friendship, the attending members presented Mr. Riedweg with a silver and mahogany ink stand.

The dinner was a congenial get-together affair, free from all speeches save a short presentation of the gift by Dr. Eric C. Kunz, executive manager, and an acknowledgment by Mr. Riedweg. After dinner the party accompanied the guest of honor to the steamer, remaining until sailing time.

## Death of C. V. Smith

Cedric V. Smith, research chemist for van Ameringen-Haebler, Inc., New York, died at his home in Cranford, N. J., March 7, at the age of 32. Mr. Smith, who was one of the most promising younger chemists in the essential oil trade was graduated in chemistry from the University of Pennsylvania in 1923. A year later he became associated with Givaudan-Delawanna, Inc., as a chemist at its plant in Delawanna and a little more than four years ago, joined the staff of van Ameringen-Haebler, Inc., doing research work at the plant in Elizabeth, N. J. He leaves a widow and one son two years old. His death will be regretted by the many friends he had made during his comparatively brief connection with the industry.

## Birthday Party for Sawyer

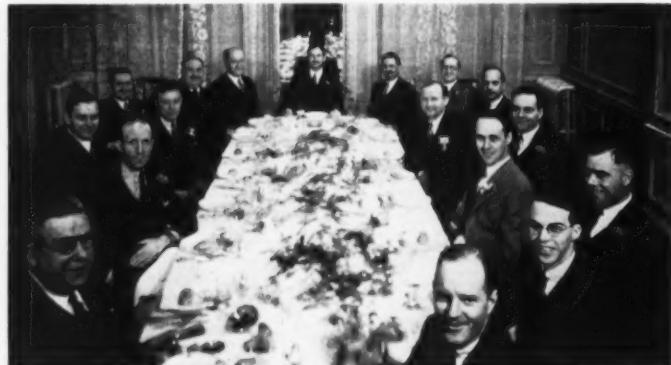
On the evening of March 12, the staff of Givaudan-Delawanna, Inc., New York, surprised H. H. Sawyer, veteran member of the organization with a party at his home, the occasion being his 75th birthday. As a gift, they presented him with a novel glass cocktail shaker and set of glasses. The party was held at his home and was arranged by Mrs. Sawyer but was a complete surprise to Mr. Sawyer.

## Drug, Inc., Annual Report

The annual report of Drug, Inc., which controls several manufacturers of toilet preparations and the like, has just been issued. It shows net profit for the year 1931 of \$19,440,456, and an addition to surplus after all and charges and dividends of \$5,427,241.

## Slate for Chicago Election

The nominating committee of the Chicago Drug & Chemical Association has prepared and submitted a slate to be voted on at the annual meeting on March 31. This slate is as follows: President, William O'Neil, Emerson Drug Co.; vice-president, E. L. Drach, Abbott Laboratories; treasurer, M. B. Zimmer, Fritzsche Brothers, Inc.; secretary, J. W. Brooks, Bristol-Myers Co.; directors, W. A. Kochs, Victor Chemical Works; F. L. McCartney, Norwich Pharmaceutical Co.; C. H. Spaulding, Parke, Davis & Co., and W. H. Muttera, Armstrong Cork Co.



DINNER TO JACQUES RIEDWEG, SEATED AT HEAD OF TABLE, DR. E. C. KUNZ AT HIS LEFT AND DR. M. SZAMATOLSKI AT HIS RIGHT

### Retailers Going "Pine Board"?

A new drug store racket has been uncovered by salesmen in Los Angeles that promises to have far reaching effects on future merchandising plans. Recently a salesman called on a nicely appointed drug store just outside of the metropolitan area of Los Angeles. He received an order much larger than he expected, considering the location of the store. However, since orders were not too plentiful anyway, he said nothing, but decided to investigate. A half block down the street he discovered the usual "pine board" cut rate store with all flags flying. Adroit questioning produced the information that the druggist on the corner whom he had just sold, also operated the cut rate. Going back to the druggist he verified the ownership of the cut-rate store and got this story: The druggist sold for the same price in both stores, but had learned that people have become educated to go into the middle-of-the-block-store with its blatant price announcements. He was not prepared to give the outcome of the situation, but said his nicely equipped store on the corner was just about breaking even while the cut-rate was making a nice piece of change for him.

If it is really true that the public has learned to go to the low-overhead store in the middle of the block in place of the nicely appointed and long established corner drug store, then a lot of our present merchandising plans are going to need revision. When this story was told to one of the managers of a large wholesale house, he replied that he had known of the situation for a long time and that the practice was becoming more and more prevalent in Los Angeles. He had no suggestion to offer, but pointed out that in his opinion the retail drug business is due for an entire change in selling habits unless something comes along to stop it.

Several local cosmetic manufacturers were seriously perturbed over the situation and pointed out that some large manufacturer or organization should make a survey to determine if the buying habits of the public really are being changed as a result of the cut-rate store. "Imagine," said one, "what will happen to some of the beautiful cosmetic containers when they all are sold by being dumped into a pile in the middle of the floor and a big sign '73¢' propped up against it."

### Ice Pak's New Quarters

Elsa Singer Ice Pak Co., Chicago, is now located in new and enlarged quarters at 445 North La Salle street, where offices and factory are located under one roof. New telephone number is SUPerior 1426.

### General Cosmetics' New Phone Number

General Cosmetics Corp., New York City, has advised us that its telephone number has been changed to VAnderbilt 3-2332.

### Chiris Changes Telephone Number

Antoine Chiris Co., New York City, advises us that its telephone number has been changed to CHelsea 2-4115.

### & Essential Oil Review

### Gray Representative in Akron

Miss Clare Moore, a special representative of Dorothy Gray toiletries, was a recent visitor in Akron. While in Akron Miss Moore aided the sale of Dorothy Gray toiletries at Polsky's.

### Affiliated Products Reports Increase

Affiliated Products, Inc., Chicago, reports for the year ended Dec. 31, a net profit after interest, depreciation and Federal taxes, \$1,010,088, equivalent, after minority interest, to \$2.63 a share on 382,800 capital shares, against \$771,404 or \$2.01 a share in 1930.

### Bruns Organizes Metal Litho Corp.

Metal Litho Corp., Brooklyn, N. Y., has been organized to manufacture lithographed tin containers. Heading this company is Alfred E. Bruns, one of the best known figures in the tin container business. Mr. Bruns was an organizer and until 1927 president and general manager of the Metal Package Corp. and thereafter chairman of the board until his retirement in 1929.

Metal Litho Corp. has taken over two companies: the Metal Lithographing Co., Inc. of Brooklyn which was organized in 1915 and has since carried on successfully the business of lithographing on metal for the trade, and the Standard Tin Can Co., also of Brooklyn.

Mr. Bruns will be president and general manager of the Metal Litho Corp. With him will be associated Raymond I. Dawson, formerly president of Metal Lithographing Co. Inc., as secretary and treasurer. Mr. Dawson will also have charge of sales of the division devoted to lithographing on metal. Julius W. Westphal, formerly chairman of the board of Metal Lithographing Co. Inc., and one of the pioneers in direct lithographing on metal in this country, will be a director, and Mr. Westphal's son, William J. Westphal, who has been in charge of the decorating plant, will continue in the same capacity with the new company. Joseph E. Macry, formerly with the Standard Tin Can Co., will be sales manager of the can division.

The plant and offices are located in the Bush Terminal Bldg. No. 19 at 168-39th street, Brooklyn, and a considerable amount of new equipment is now being installed which will give the corporation ample capacity for handling the business of the two companies which it has taken over and for considerable expansion. The long and successful experience of the organizers of Metal Litho Corp. and the many friends which they have made throughout the consuming industries, augur well for the company's future.

## Chicago Trade Notes

### Chicago Association Holds Party

The Chicago Perfumery, Soap & Extract Association changed its meeting schedule, to that of holding one meeting each month. The change was celebrated with a very enthusiastic evening meeting, held on March 3rd, at the Illinois Athletic Club. To try out an experiment, Secretary Bill Schutte, dispensed with all routine business matters beforehand, and arranged an old fashioned Stag and Smoker instead. After an enticing Steak Dinner, the room was cleared and card tables placed for the indulgence of the members. Their choice seemed to be equally divided between auction bridge and stud poker and while several checks were noticed being exchanged later in the evening, no material damage was reported. Special refreshments were served to the members during the card games, and after the affair was over, everyone voted the experiment a Hugh success.

### Drug and Chemical Men Meet

The Chicago Drug & Chemical Association held its regular monthly meeting on February 25th, at the Hamilton Club. The entertainment committee secured as their guest speaker, for the meeting, Captain Barnett Harris, the noted big game hunter and inventor of the Harris "Mercy Bullet." Mr. Harris delivered a most interesting lecture covering his adventures after big game in all parts of the world. According to Mr. Harris, his new "Mercy Bullet" shoots a hypodermic needle containing an anesthetic, instead of the usual lead projectile, permitting the capture of large wild animals alive, without pain or torture. The entertainment committee announced that the Annual Spring Dance Party, which will include the ladies, will be held on March 24th, announcements of which will follow later.

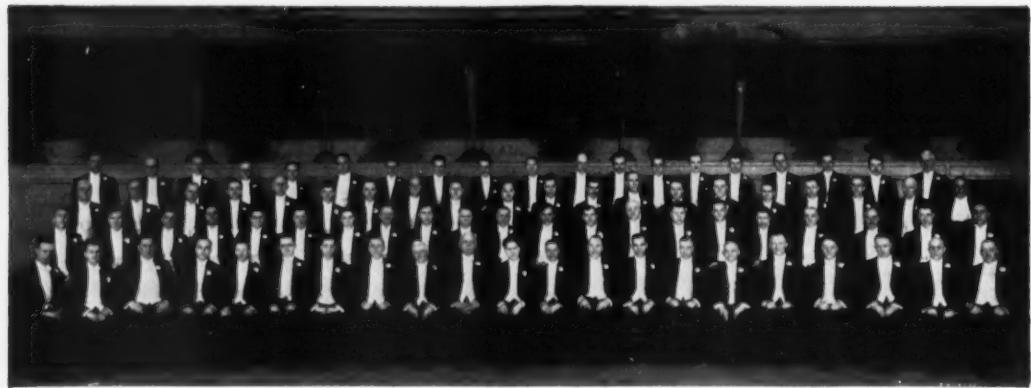
### Concert by Swift's Chorus

One of the most interesting musical events of the season was presented by the Swift & Co. male chorus, in its fifteenth annual concert at Orchestra Hall on

March 2nd. Florence Austral, appearing as guest and soloist, added to her glory as a distinguished artist, as her singing was, as usual superb. Mme. Austral, has been known for several years as possessing one of the finest soprano voices of the generation, one that can enter upon an operatic number, be it of the heaviest dramatic weight, or of the lighter lyric texture and simply work marvels of beauty with it. She began her program, with a group of German songs by Richard Strauss and the dignity and restraint and fine feeling that she gave to them created a new chapter in her artistic career.

The chorus consisting of over one hundred voices, under the direction of D. A. Clippinger presented a most comprehensive program, consisting of songs, old and new, grave and gay, sacred and secular. The members sang with remarkable virtuosity and clean cut delivery of words, and gave instant response to every indication of their conductor. Capable of a full, resonant note and a great body of tone in the climaxes, they can also become lightly accurate with a pianissimo as soft as an evening breeze. The chorus boasts of some excellent voices, among them that of Gilbert Ford and J. Lakin Porter.

D. A. Clippinger, a musician of wide experience and a thoroughly rouined conductor, has conducted the Swift & Co. male chorus ever since its organization some sixteen years ago. It was started with thirty members during the World War in 1917, with a primary purpose of raising funds for the purchase of cigarettes, tobacco and candy for the men in the trenches. At the close of the war, the question of disbanding arose. The members decided that the work was so interesting that they would continue. The membership was increased to about one hundred and the name changed to the Swift & Co. male chorus and their purpose at this time was to keep alive the desire for choral music. The membership is made up from departments in the packing plants, general offices, city branch houses and sales routes. Each year a concert is given with an assisting artist of national reputation and among those who have been heard with the chorus are Tito Schipa, Florence Austral, Claire Dux, Mario Chamlee and Edward Johnson.



THE MALE CHORUS OF SWIFT & CO.

## In Memoriam for Departed Friends

**BARRETT, MARCUS L.**, president of M. L. Barrett & Co., Chicago, at St. Petersburg, Florida, March, 1924.

**BEGGS, C. W.**, president of C. W. Beggs Sons & Co., Plainfield, Ill., March, 1931.

**BOND, RICHARD HEWITT**, vice-president, McCormick & Co., Baltimore, March, 1927.

**BRUCKER, CARL**, senior member of Fritzsche Brothers, New York, March, 1913.

**DALLEY, HENRY**, retired perfumer and one of the founders of the A. M. T. A., West Reading, Conn., March 9, 1916.

**DANIELS, WILLARD B.**, treasurer, Whittaker, Clark & Daniels, Inc., New York, March, 1931.

**FERGUSON, JAMES A.**, soaps, Louisville, Ky., March, 1915.

**HALL, GEORGE**, perfumer, with various firms and long identified with the industry, Tucson, Ariz., March, 1921.

**HAARMANN, DR. WILHELM**, founder and head of Haarmann & Reimer, Holzminden, Germany, March, 1931.

**HINDS, AURELIUS S.**, founder of A. S. Hinds Co., retired, aboard the *Samaria* in Mediterranean waters, March, 1929.

**HOWE, JAMES H.**, secretary Dodge & Olcott Co., New York, March, 1931.

**JENKS, CHARLES C.**, of the firm of Foote & Jenks, Jackson, Mich., March, 1924.

**KIRK, JAMES A.**, president of J. S. Kirk & Co., soaps, Chicago, March, 1907.

**MERLE, AUGUSTIN**, of Bruno Court, Grasse, France, March, 1918.

**PRICE, HARRY**, secretary, Kimberly-Clark Co., Neenah, Wis., March, 1931.

**RICKSECKER, THEO.**, former president A. M. T. A., New York, March, 1919.

**ROCKHILL, CLAYTON**, of the late firm of Rockhill & Vietor, New York, March, 1918.

**SEFTON, ALFRED H.**, Harriet Hubbard Ayer, Inc., New York, March, 1926.

**SELLMER, J. CARL**, plant manager Colgate-Palmolive-Peet Co., Jersey City, N. J., March, 1931.

**SHEDD, FREEMAN B.**, Lowell, perfumes, March, 1913.

**SWINDELL, WILLIAM E.**, Swindell Bros., Baltimore, at East Orange, N. J., March, 1929.

**TENNEY, HENRY W.**, proprietor of the Warren Soap Mfg. Co., Canton, Ohio, March, 1916.

**TINLING, CHARLES W.**, president of National Drug & Chemical Co. of Canada, March, 1928.

**WILLIAMS, JAMES BAKER**, founder of J. B. Williams Co., Glastonbury, Conn., March, 1907.

**WOODLEY, GEORGE F., JR.**, Woodley Soap Manufacturing Co., Boston, Mass., March, 1922.

### Edwin Lee Strong

Edwin Lee Strong, former partner in the Strong-Cobb Co., manufacturers of toilet preparations, died recently after a brief illness. Mr. Strong was 71 years old. Burial was at Lake View Cemetery.

Honorary pallbearers were old friends of Mr. Strong, many of whom he had been associated with in his 35 years of business here. They were Arthur L. Stone,

Walter S. Root, Fred P. Root, George H. Bowman, Stuart Chisholm, Allan N. Fletcher, Dr. E. B. Rhodes, Frank B. Stevens, and William A. Vliet. The active pallbearers were Richard H. Cobb, Harold B. Cobb, Fred C. Kelly, James J. Nelson, William A. Mason and Thomas R. McEwen. Kelly is a well known writer.

Mr. Strong was born in Cleveland in 1861. His father's house stood on land near East 12th street and the famous Euclid avenue. He attended old Brooks School, the forerunner of the present University School, and later attended the University of Michigan, where he was a member of the Delta Kappa Epsilon fraternity. He was graduated in 1883.

He went to New Mexico, and for eight years lived there on a cattle ranch. On his return to Cleveland he entered business and until his retirement five years ago he was a partner in the Strong-Cobb Co.

Mr. Strong's wife, who was Miss Jessie Stevens, died some time ago. Their two children are Theodore S. Strong, president of the Strong-Cobb Co., and Mrs. Oliver P. Clay, Jr., of Cleveland. Lester A. Cobb, the partner of Mr. Strong, died in December, 1926.

### Ira Eugene Seymour

Ira Eugene Seymour, secretary and treasurer of The Campana Corp., Batavia, Ill., manufacturers of toilet goods, died March 4. Mr. Seymour had been connected with the toilet goods industry, and especially with The Campana Corp. for a number of years, and was well known in the industry, especially in the Middle West.

### Mme. Hubert Schlienger

It is with deep regret that we report the recent death in Nice of Mme. Hubert Schlienger, mother of Emile Schlienger, head of the house of Bertrand Frères, and grandmother of Hubert Schlienger, secretary of the Syndicate of Perfumers of Grasse and Vicinity, and also connected with the same house.

### Mme. J. Laboria

Mme. J. Laboria, wife of the general secretary of Etablissements Antoine Chiris, died recently at her home in Grasse. We extend to Mr. Laboria on behalf of our readers deepest sympathy in his bereavement.

### A. L. Undeland

A. L. Undeland, president of A. L. Undeland Co., barber supplies, Omaha, Neb., died suddenly February 7. Mr. Undeland had been connected with the barber supply industry for many years and was well known throughout the Western territory.

### George M. Potter

George M. Potter, former president of the Cleveland Chemical Co., died recently at the age of 63. He died in the office of a physician whom he was visiting. He is survived by his widow, Horace, a son, and Adell, a daughter.

### Charles F. Bunte

Charles F. Bunte, vice-president of the Bunte Candy Co., died recently following a major operation at the

Mayo Hospital in Rochester, Minn. He was 60 years old. He had been associated for years in the business founded by his father and uncle. Mr. Bunte is survived by his widow, Mrs. Celia O. Bunte, a daughter Mrs. Catherine Johnson of Minneapolis and a brother Theodore W. Bunte, president of the company.

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#### Dr. Gustavus Eliot

Dr. Gustavus Eliot, dean and professor of physiology and *Materia Medica* in the Connecticut College of Pharmacy since 1925, died March 1 at his home in New Haven, Conn., of angina pectoris after ten days' illness. He was 74 years old.

Dr. Eliot was a specialist in mental diseases and for fifty years general medical practitioner in New Haven. He was graduated from Yale in 1877 and from the College of Physicians and Surgeons in New York three years later. He is survived by his widow, and three children, the Misses Ruth Forbes Eliot and Margaret Eliot of New Haven and Mrs. William A. Forbes of Stamford.

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#### Frank G. Alden

Frank G. Alden, retired cocoa bean importer, died of heart disease, February 19th, at Long Branch, N. J. Mr. Alden was an honorary member of the local Patrolmen's Benevolent Association, a member of the Elks and Long Branch Property Holders' Association and a director of the Long Branch Banking Co. He is survived by a daughter, Marion Alden, of Long Branch, and a son, Frank L. Alden, of New York.

#### Circulars, Price Lists, Etc.

**Norwich Pharmacal Co., Norwich, N. Y., and General Plastics, Inc., North Tonawanda, N. Y.**—Photograph of new display device for "Pepto-Bismol."—Norwich was the first of the nationally known drug manufacturers to use molded plastics for counter display stands. The example shown in the accompanying photograph is molded from "Durez" exclusively. It is black with silver lettering and was designed by Alice Couler of the



Norwich advertising department.

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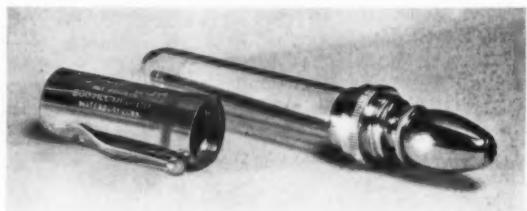
**General Plastics, Inc., North Tonawanda, N. Y.**—Speaking of Molded Packagcs."—This splendid little booklet describes and illustrates the use of the company's product "Durez" in packaging. By far the majority of the packages illustrated are in the toilet preparations field. Boxes, jars, caps, display stands and other material of the sort are shown in attractive fashion; the descriptive matter is simple yet adequate.

**Scovill Manufacturing Co., Waterbury, Conn.—New Atomizer Without a Bulb.**—"We expect very shortly to place on the market a new combination atomizer and inhaler, to be marketed under the trade name of 'Nu-Ha-Lor'.

The 'Nu-Ha-Lor' is the same general shape and about the size of an ordinary fountain pen and it has a clip arrangement on the cap so that it can be carried in a pocket or handbag. It will handle aqueous or oily solutions with equal facility. An air stream, created by inhaling through the nose shield of the atomizer, effectively breaks up the medication into a saturated vapor or spray as desired.

The 'Nu-Ha-Lor' is simple to use and because it is of a convenient size and inconspicuous, it can be used frequently. A shut-off prevents leakage when not in use and the 'Nu-Ha-Lor' can be placed in any position without fear of leakage. As no mechanical force is used in operating the 'Nu-Ha-Lor', and in sending the solution through the nasal passages, the device is particularly effective for children's use. The novelty of the instrument appeals to them.

The 'Nu-Ha-Lor' is attractively packed, with complete instructions, in a two-colored carton. A display



card will be available for making quick counter sales. The 'Nu-Ha-Lor' will retail for \$1.00. Present arrangements call for distribution through regular drug jobbing outlets.

The 'Nu-Ha-Lor' should fit in suitably with the steadily increasing sale of inhalants, nose drops, and spray solutions due to the educational campaign now being conducted for treatment of common head colds. It should prove a ready seller."

\* \* \* \*

**Dodge & Olcott Co., New York.**—Peppermint Chart from 1894 to 1931.—The interesting chart details the course of prices of oil of peppermint during the thirty-eight years from 1894 to 1931 inclusive, and confirms the general opinion in the market that today's price is considerably below normal for this product.

\* \* \* \*

**Canadian Manufacturers Association, Toronto.—Canadian Trade Index.**—This excellent volume of 868 pages affords a complete directory of manufacturers in the Dominion properly classified and indexed. The list contains names of 55 makers of toilet preparations, 61 flavoring extract manufacturers and 77 soap manufacturers. It is well bound in orange cloth and of inestimable value to anyone doing Canadian business. A list of Canadian products in French with English equivalents is also included for ready reference on the part of the large French speaking population.

Tombarel Frères, Grasse and Albert Verley, Inc., Chicago and New York.—"Information on the Perfume Industry of Grasse."—This attractive booklet discusses the manufacture and characteristics of floral products and the industry in Grasse and gives much information regarding the use of these products in perfumery, soap and allied lines. It covers briefly the entire scope of the Grasse industry and contains much useful and interesting information.

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MacNair-Dorland Co., New York.—*Soap Blue Book and Catalog.*—A directory of sellers of raw materials and equipment for the soap manufacturer, well bound and printed and replete with useful information.

\* \* \* \*

Fritzsche Brothers, Inc., New York.—*Wholesale Price List.*—The regular monthly price list of essential oils and allied products dated March, 1932.

\* \* \* \*

Neumann-Buslee & Wolfe, Inc., Chicago.—*Wholesale Price List.*—The regular monthly price list of essential oils and other perfume materials.

## New Equipment and Installations

Under this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.

F. J. Stokes Machine Co., Philadelphia writes:—

"Manufacturers who have the problem of rapid filling of a variety of powdered products or the filling of one powdered product into different-sized containers will want to investigate carefully the new powder filler just announced by the F. J. Stokes Machine Co., of Philadelphia, Pa. Although a single auger machine, it has a guaranteed speed on all ordinary containers of 40 per minute and, even at this rate, makes an absolutely accurate and clean fill.

"This new machine, while maintaining all the advantages of accuracy, cleanliness, ease of 'change-over' and simplicity of operation which are characteristic of the present 'Stokes' model, has had its speed practically doubled through basic mechanical changes. On repeated tests, the machine filled as high as 54 containers per minute accurately and cleanly.

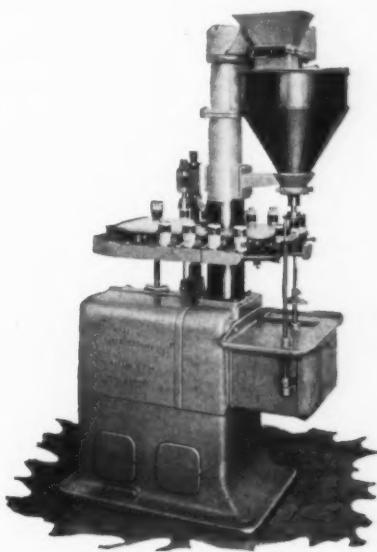
"The accuracy and cleanliness of this machine are insured by the 'two-step' fill and other unique features including the design of the feed-hopper, the finely-adjusted filling mechanism, and the 'no-can-no-fill' device which prevents discharge if there is no container in the filling position.

"Tins, boxes, jars, cans, and cartons up to 9-ounce capacity and of practically any shape can be filled satisfactorily.

"The simplicity of the machine is claimed as one of its most valuable features. There are no complicated parts to get out of order. The adjustments for variety of fill and container are accessible and easily made.

"As the illustration shows, the machine conserves floor space by means of the elliptical container carrier and is of substantial construction which makes it economical and practical.

"Various attachments, such as a conveyor for filled containers, an attachment for free-flowing materials and a dust collector, can be added if and when needed. These are in addition to the standard capper and automatic container discharge.



"The manufacturer has prepared a bulletin describing and illustrating the features of this machine and will gladly send it on request."

## New Incorporations

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Shelley Soap Corp., Borough of Manhattan, N. Y., 100 shares common stock. 41 Bond St., New York, N. Y.

Black Rose Co., Borough of Manhattan, N. Y., toilet articles, \$20,000. 24 West 25th street, New York, N. Y.

H. Biassetti Importing Co., Borough of Manhattan, N. Y., oils for medicines and perfumeries, \$75,000. 2033 Madison avenue, New York, N. Y.

Alje Laboratories, Borough of Bronx, N. Y., toilet articles, \$10,000. 134 Alexander avenue, New York, N. Y.

Super-Solvent Products Corp., Borough of Manhattan, N. Y., soaps, \$20,000. A. Bearman, 189 Montague street, Brooklyn, N. Y.

Parfumeurs Parisiens, Borough of Manhattan, N. Y., cosmetics, \$10,000. J. Lebloss, 15 West 34th street, New York, N. Y.

Maison Juerrelle, Inc., Wilmington, Del., soaps, cleaning compounds, \$5,000. Corporation Trust Co., Wilmington, Del.

Ralph Mernit, Borough of Manhattan, N. Y., soaps, 200 shares common stock. 601 West 26th street, New York, N. Y.

Monmil, Inc., Cincinnati, Ohio, cosmetics, \$20,000.

Incorporators: C. Henley Monroe, James A. Sebastiani and W. R. Miller, through M. H. McLean.

L. A. Jerome Laboratories, Inc., 605 N. Michigan avenue, Chicago, Ill., general cosmetic business, 200 shares no par value. Incorporators: Lauretta Larson, Ralph J. Gutgesell, Earl W. Bradley. Correspondent: Ralph J. Gutgesell, 105 W. Adams street, Chicago, Ill.

Mona Ray Laboratories, Inc., 46 N. 2nd street, Memphis, Tenn., manufacturing toilet articles, etc., 500 shares common stock, \$10 per share. Incorporators: S. E. Chambers, Lionel Rothchild, and Robert W. Hall.

Wyp-A-Way Soap Co., Columbus, Ohio, 250 shares no par value. Bishop & Bishop, Cuyahoga building, Columbus, Ohio.

The Charm-U Cosmetics Co., Chattanooga, Tenn., \$10,000. Incorporators: Eileen H. Houston, Daisy C. Murray, Samuel L. Boddy.

Pamelia Cosmetic Laboratories, Inc., Knoxville, Tenn., 25 shares no par value. Incorporators: Pamelia, Mildred and Thelma Crowe.

Hennafoam Corp., Borough of Manhattan, N. Y., Shampoo fluids, \$227,500. 11th avenue and 45th street, New York, N. Y.

Robert Danchig, Borough of Bronx, N. Y., cosmetics, \$10,000. 76 East 170th street, New York, N. Y.

Premier Laboratories, Inc., Newark, N. J., perfumes, etc., \$100,000. Jacob Lipman, Newark. New Jersey Corporation.

W. C. Belmonte, Borough of Manhattan, N. Y., toilet preparations, \$5,000. 122 Fifth avenue, New York, N. Y.

The Congo Products Co., Wilmington, Del., syrup, flavors, coloring, extract, \$5,000,000. Colonial Charter Co., Wilmington, Del. Delaware corporation.

### Business Troubles

Marcel J. Raffy, trading as Raffy Perfumes, 31 W. 16th street, New York; voluntary without schedules; liabilities, approximately \$15,000; assets, including accounts receivable, approximately \$16,000.

Philip Rudy, 205 Greenwich street, New York, N. Y., druggist. Liabilities, \$29,198; assets, \$1,705.

Lenore Johnson, 2248 Broadway, New York, beauty culture. Liabilities, \$2,258; assets, none.

Victor V. Veneziano, 229 Hoyt street, Brooklyn, N. Y., pharmacist. Liabilities, \$9,079.25; assets, \$1,500.

Variety Products Co., Inc., 40 East 20th street, New York, manufacturer and seller of drug sundries and toilet articles, has assigned to Abraham L. Sainer, 2 Lafayette street, New York, N. Y.

Wolf-Thomen, Inc., 29 Water street, Ossining, N. Y., drugs. By Chirnside, Roberts & Longston for \$500; Hearn Barrett, \$500; Robert D. Eshbaugh, \$10,000. The Irving Trust has been appointed receivers.

Hines Bros. Co., 4023 South Ashland avenue, Chicago, Ill., soap manufacturers, involuntary. Creditors include Arthur Schulz.

Therese Laboratories, Inc., 9 West 19th street, New York, N. Y., manufacturer of cosmetics, has assigned to Seymour Brener, 194 Reid avenue, New York, N. Y.

Freeman Chemists, Inc., 494 Eighth avenue, New

York, N. Y., drug store and luncheonette. Liabilities, \$14,872; assets, \$15,091, main item being stock and fixtures, \$15,000.

Samuel Miller, 1801 avenue U, Brooklyn, N. Y., cosmetics at retail, has assigned to Isaac Miller, 148 Penn street, Brooklyn, N. Y.

Belgian Trading Co., Inc., 16-20 East 12th street, New York, N. Y., importers and exporters of essential oils and aromatic chemicals. Liabilities, \$154,708; assets, \$80,614, main item being accounts, \$45,114. Principal creditors listed are Lionel Hageners & Co., \$142,497; Hibernia Trust Co., \$4,663. The Irving Trust Co. has been appointed receiver.

Stellar Drug Co., Inc., 24 Van Dam street, New York, N. Y. Liabilities, \$147,671; assets, \$61,219, main item being stock, \$40,100. Principal creditors listed are Commercial Credit Corp., \$5,700, secured; American Safety Razor Co., \$5,360; New York Quinine, \$6,487; J. C. Hupfel, \$4,850; Chatham Phoenix National Bank & Trust Co., \$8,000.

Morris Lituchy, formerly at 598 Columbus avenue, New York, N. Y., residing at 985 Anderson avenue, pharmacist. Liabilities, \$33,972; assets, none.

Sigmund Gostin, 883 Jennings street, New York, N. Y., drug store. Liabilities, \$17,249; assets, \$6,279; main item being stock and fixtures, \$6,000.

Miro-Dena, Inc., 26 Waverly Place, New York, N. Y., by John McGrath, for \$100; The Moxley Co., Inc., \$382; Riddle & Camp, \$429. Liabilities, \$53,101; assets, \$34,403, main item being stock, \$25,748. Principal creditors listed are William W. Bardsley, \$27,829; First National Bank & Trust Co., Upper Montclair, \$6,300; George A. Stevens, \$3,516. The Irving Trust has been appointed receiver.

Delmonico Dorb The Chemist, Inc., 502 Park avenue, 205 East 42nd street, 24 West 59th street New York, N. Y., by Reid Ice Cream Corp. for \$12,275; Ketchum & Co., Inc., \$2,454; Model Dairy, Inc., \$1,338. The Irving Trust has been appointed receiver.

Daniel L. Smith, 182 Myrtle avenue, Brooklyn, N. Y., druggist. Liabilities, \$4,252.17; assets, \$118.60.

Perry-Davis Corp., 353 East 73d street, New York, N. Y., manufacturer of cosmetics, has assigned to Henry E. Kaltun, 1181 Walton avenue, Bronx, N. Y.

R. H. Caldwell, 6977 North Western avenue, Chicago, Ill., voluntary. No schedules filed.

Harry M. Geller, 1317 Far Rockaway Boulevard, Far Rockaway, L. I., pharmacist, by Gold Theatre Corp. for \$600; Julius H. Fese, \$122.18 and Chester A. Rudd, \$17.

Samuel Reisman, 1150 Garrison avenue, New York, N. Y., druggist. Liabilities, \$16,200; assets, none.

East Drive Chemists, Inc., 244 East 79th street, retail drug store, has assigned to Max L. Fox, 2038 Morris avenue, Bronx, N. Y.

Samuel Bernstein, doing business as Harley Park Pharmacy, 226 Gramatan avenue, Mount Vernon, N. Y. The Irving Trust Co. has been appointed by Judge Patterson receiver.

Ward Pharmacy, Inc., 1559 Westchester avenue, New York, N. Y. Liabilities, \$10,928; assets, \$2,195. The Irving Trust Co. was appointed receiver by Judge Bondy.

Maria Sara Iuculano, 2237 First avenue, New York, N. Y. Liabilities, \$23,257; assets, \$500.

# Canadian News and Notes

## Montreal

**C**HARGING that the use of a certain trade mark has led to confusion, Charles Edouard Duquette, of Montreal, has launched proceedings against E. H. Legendre, Montreal chemist. The use of the name "Montreal Pharmacal Company" and the trade mark "Montphar" on certain medical preparations is complained of by the plaintiff who is asking for an injunction in the Montreal Practice Court. Plaintiff points out that he does business under the firm names of Pharmacie Montreal and Montreal Pharmacy and he asserts that he has suffered damages through the similarity of the names employed by the respondent. Plaintiff says that not only has the similarity in names caused confusion in the public mind but representatives of the defendant have been heard to say that the drug stores of both parties were operated under the same management. It is further declared in the complaint, that the name Montreal Pharmacal Company, was inserted in the Montreal Telephone directory immediately before that of the Montreal Pharmacy.

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**Achille Roy**, a druggist, of 851 Ontario street east Montreal, has not only been badly beaten in an attempted holdup but his clerk has been taken into custody on a charge of planning the attack. A man entered and asked for a quantity of certain drugs which are kept on a shelf and necessitated Mr. Roy stretching to his full height to reach them. As he did so, he was struck on the head. Dazed, but still on his feet, the druggist came to grips with his assailant but a further blow stretched him out on the floor with blood pouring from scalp wounds. The story of the holdup man implicating the clerk in Roy's employ was that the clerk had agreed to telephone a fake order to his employer so as to get the messenger boy out of the way. Furthermore, he charged that the order for drugs had been so arranged that the druggist would be in a good position to be struck from behind while he was seeking to execute it.

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**There has been no let up in the number of holdups** at Montreal druggists and pharmacies. A few days ago, thieves broke into Tansey's Pharmacy at 462 Sherbrooke street west, and stole toilet articles to a total value of \$400.

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**Fred G. Brown of Capitola Pharmacies, Vancouver**, was recently reelected a director of the Vancouver Publicity Bureau.

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**The last monthly meeting of the Druggists Association of Quebec and Levis** was also the annual meeting of that body. The following officers were elected: President, M. Boissinot; V.-P., L. Perreault; Secretary, P. H. Soucy; Treasurer, D. R. Gagnon.

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**Toronto Hairdressers Association held its seventh** annual revue at the King Edward Hotel in that city.

## Toronto

**A NNOUNCEMENT of the decision of the Noxzema Chemical Co. of Baltimore, Maryland, manufacturers of face creams and allied products, to establish a Canadian factory in Toronto has been made by H. B. Keenleyside, general manager of the Toronto Industrial Commission. The company has already located and leased factory space at Church and Lombard streets, and plans to go into production before the end of March.**

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**Harold F. Ritchie**, president of the organization that bears his name, intends shortly to make complete circle of South America by plane. He expects to do

in 28 days what ordinarily would take 100 days if going by boat. His company has factories south of the Panama Canal in the Argentine, Brazil and Venezuela, and a new plant is being opened at Barranquilla, Colombia. Recently Mr. and Mrs. Ritchie flew from Miami to Barranquilla, to Bogota, to Caracas, back to Miami and New York. Four days were occupied on the trip which ordinarily would take from twelve to fifteen days.

Interviewed, Mr. Ritchie said: "The day is very near when Harold F. Ritchie & Co., Ltd., will have its own fleet of planes." The company controls Frostilla, the Pompeian line and numerous proprietary medicines.

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**Norman S. Wright & Co., Ltd., Toronto**, are Canadian distributors for Potter & Moore products. These include the Mitcham lavender specialties.

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**J. H. Knight**, formerly with the Upjohn Co., has taken a position with Charles E. Frosst & Co., Montreal, and with Claude Johnston and Alex. Alexander will represent his firm in Toronto.

\* \* \* \*

**Harold Davenport**, dispenser with McGill & Orme, druggists, Victoria, B. C., received a 'phone call at 2 a. m. one morning recently for a certain anaesthetic from the general hospital at Nanaimo, half-way up Vancouver Island. Quick thinking made Mr. Davenport call up the local newspaper and ask that the truck carrying the papers north call at the store and take the supply. The trip was made in three hours and delivered in time for the operation—and the operation was successful.

\* \* \* \*

**An honorary committee to make arrangements for** the big three convention in Toronto next August was appointed at a joint meeting of the Ontario Association, the C.Pha.A., and the O. C. P. held last month.

The Polaris Co. of New York has organized a Canadian company under the name Polar Co., Ltd. The John A. Huston Co., Toronto, has been appointed sales agents as well as manufacturers of the company's products for the whole of the Dominion.

\* \* \* \*

**The Zonite Products Corp., Ltd. (Forhan's Limited), A. C. Barnes Co. and Larvex Corporation** has established its Canadian plant at Ste. Therese, Que., and on February 1 the new plant was thrown open with a special ceremony. The officers of the Zonite Products Corp., from New York were there as were also the officers and sales representatives of the Canadian company. The new plant is expected to turn out \$2,000,000 worth of products a year. President Mann presided at the dinner and also in attendance at the function were the Mayor and Councillors of Ste. Therese. Louis Parent, M. P., represented the Dominion Government and was the chief speaker. He said that 1,048 new industries had started in Canada between 1925 and 1928, with a capital involved of \$4,780,000,000. There were 544,000 people employed in industries in 1925 and 658,000 in 1928.

\* \* \* \*

**Yardley & Co., of London, England, represented in Canada by McGillivray Brothers of Toronto, have been appointed by special commission perfumers to Her Majesty the Queen.**

\* \* \* \*

**Collectors of national revenue have been notified by departmental headquarters at Ottawa that goods imported for sale in Canada bearing the word or trade mark "aspirin" are prohibited importation into Canada.** This prohibition results from the court decision under which one firm was granted the right to use the word or trade mark "aspirin" on its product when sold in Canada, hence the decision to prohibit any importations.

\* \* \* \*

**Examinations of the British Columbia Pharmaceutical Association** will be held at Vancouver on April 12, 13 and 14.

\* \* \* \*

**J. C. Eno (Colombia), Limited, has been incorporated with headquarters at Shanty Bay, Ont., to manufacture, buy, sell, import, export or otherwise deal in proprietary articles, toilet articles, etc., with a capital of \$40,000.**

\* \* \* \*

**The annual banquet and ball of the Ontario College of Pharmacy** was held on February 23 in the Royal York Hotel, Toronto.

\* \* \* \*

**Calgary, Alta., had its sixth armed drug store robbery** a few nights ago. The hold-up man got \$57 and sped away in an auto.

\* \* \* \*

**North Bay druggists beat that town's bankers in a round of hockey** by three games to one recently.

\* \* \* \*

**Burglars are busy at many Ontario and Canadian points of late.** London, Niagara Falls, London, Vancouver and other centres report drug store burglaries.

## Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasizes the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

**PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Ave., New York.**

### TRADE MARK REGISTRATIONS

"Mme. Elene's Elegante Toilet Lotions." Toilet preparations. Ethel Sands, Victoria, B. C.

"Blue Willow". Extracts. H. H. Cooper, Ltd., Edmonton, Alberta.

"Alta-Dee's" in concentric circles enclosing the picture of the head and neck of a woman. Barbers' and beauty parlor supplies. Community Investments and Services, Ltd., Windsor, Ont.

"Anti-Thrax". Shaving, toilet and other brushes, shaving creams, dentifrices and other toilet preparations. Edward Hack, 69 Farringdon Road, London, E.C.1, England.

"Familex". Toilet preparations. Romeo Parent, doing business under the name The Familex Products Co., Engr., Montreal, Canada.

"Harazone". Compounded preparation as a scalp cleanser and hair retainer. Maritime Harazone Co., Moncton, New Brunswick.

"E. R. Squibb & Sons of Canada, Ltd.". Toilet preparations. E. R. Squibb & Sons of Canada, Ltd., Toronto, Ont.

"Sunset Gold". Flavoring extracts. Piggy Wiggly Corp., a corporation of Delaware, and located and having its principal office and place of business in Cincinnati, Ohio.

### PATENTS

319,775.—Screw cap jar and bottle. William John Smith, Point Piper, near Sydney, New South Wales, Australia.

### TRADE MARK REGISTRATIONS

"Reliance"—"Gold Standard"—Flavoring extracts. (Registered Dec. 24, 1906; Jan. 7, 1907. Renewed Dec. 24, 1931; Jan. 7, 1923.)—The Codville Co., Ltd. Winnipeg, Manitoba.

### INDUSTRIAL DESIGNS

Bottle in modernistic style. Societe Worth, Paris, France.

## Market for Perfumery and Soaps in Nigeria

This market deserves study by American exporters. Imports reach an important figure considering the financial and numerical size of the market. In 1930, they were valued at \$376,000 and gave promise of exceeding that in 1931, the total for the first seven months being \$224,000.

## Bergamot Oil Production, Italy

The estimated production of bergamot oil during 1932 is from 300,000 to 350,000 Sicilian pounds. Shipments from January to October 1931, totaled about 325,000 Sicilian pounds. During 1930, over 771,200 Sicilian pounds were exported.—(Consul Richard B. Haven, Messina).

# Patent and Trade Mark Department

Conducted by Howard S. Neiman

**T**HIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Avenue  
New York City

## Designs Patented

86,244. Bottle or Similar Article. René Lalique, Paris, France, assignor to Lucien Lelong, Inc., Chicago, Ill., a Corporation of Illinois.

86,272. Valve Cap for Containers, etc. Walter A. Roselle, New York, N. Y.

86,273. Valve Cap for Containers, etc. Walter A. Roselle, New York, N. Y.

86,280. Closure or Similar Article. James Sterling B. Smith, Bellport, N. Y., assignor to Anchor Cap & Closure Corporation, Long Island City, N. Y., a Corporation of New York.

86,306. Bottle. Edwin W. Fuerst, Toledo, Ohio, assignor to Owens-Illinois Glass Company, Toledo, Ohio, a Corporation of Ohio.

86,342. Bottle. Lawrence B. Webster, Marion, Ind.  
86,353. Jar. Ivor Cordy, Washington, Pa., assignor to Hazel-Atlas Glass Co., Wheeling, W. Va., a Corporation of West Virginia.

86,408. Jar or Similar Article. Theodore J. Piazzoli, Connellsville, Pa., assignor to Capstan Glass Company, Connellsville, Pa., a Corporation of Delaware.

86,425. Cosmetic Jar. Louis B. Weil, Chicago, Ill.

## Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.

1,843,912.—Loose Powder Container. Josef Brandstetter, Chicago, Ill., assignor to James Leslie Young-Husband, Chicago, Ill.

1,844,215. Semicollapsible Metallic Tube. William George Edwards, Reno, Nev.

1,844,442.—Container Closure or Bottle Cap. William F. Schmalz, Rockville, Conn., assignor to Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn., a Corporation of Connecticut.

1,844,878. Vanity Case Designed for Night Use. Gilbert C. Atwill and Jay O. Browder, La Junta, Colo., assignors of one-third to George Richter, La Junta, Colo.

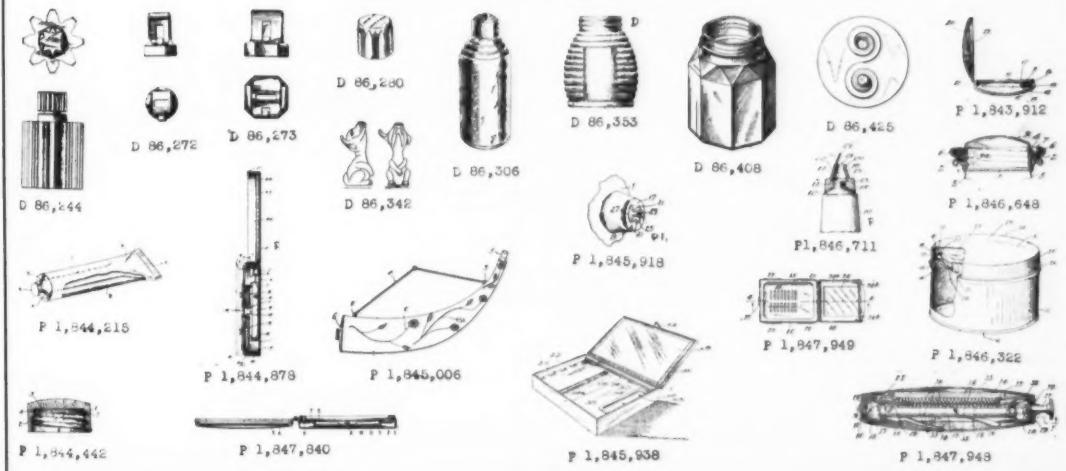
1,845,006. Vanity Case. Ross Shields, Ipava, Ill.  
1,845,461. Process for rendering Odorless Soaps Bleached with Hypochlorous Acid. Adolf Welter, Krefeld-Rheinhafen, Germany.

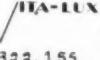
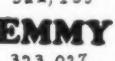
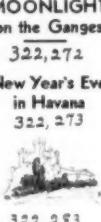
1,845,918. Nozzle. Oscar Janssen, St. Louis, Mo.  
1,845,938. Vanity Case. Walter F. Shelgren, Bradford, Pa.

1,846,322. Container. Howard Edward Dygert, Chicago, Ill., assignor to American Can Company, New York, N. Y., a Corporation of New Jersey.

1,846,648. Stopper or Closure for Containers. Frederick Lobl, Middleboro, Mass.

## PATENTS



<b>Peony</b> M 291,556	<b>GOLD MEDAL</b> M 291,565	<b>CoverMark</b> M 291,566	<b>TRADE MARKS</b>	<b>CACTUS</b> M 291,978	<b>RED JAY</b> 299,659
 301,131	<b>Lenizon</b> 309,146 309,151	<b>SUNKIST</b> 315,235	<b>MARCH'S</b> KILDARE M 292,570	 299,549	
<b>Marques Jolanda</b> 320,145	<b>JOHN MARSHALL</b> 311,132	<b>ULTRA VIOLET</b> 315,795	<b>JORET</b> 319,987	<b>EPICREAM</b> 319,627	 319,964
 320,152	<b>GHEDMA</b> 320,315	<b>DUROMA</b> 316,686	 316,069	 318,172	 319,988
 321,979	<b>DUSTOE</b> 320,543	<b>OROX</b> 320,689	<b>LET GRACE DYE</b> FOR YOU 320,932	 321,132	 321,942
<b>PARIS</b> <b>ROSE</b> 322,256	<b>Denolay</b> PLATE CLEANING POWDER 321,908	<b>BIG BOY</b> 321,922	<b>Scaclean</b> 322,020	 322,109	 322,176
<b>American Gentleman</b> 322,261	<b>FLAVOTINT</b> 321,910	<b>HAND ISLE-OF-THE-SOAP</b> 321,956	<b>MOHAWK</b> 322,051	 322,106	 322,155
<b>First Night at</b> <b>The Empire</b> 322,270	<b>MOONLIGHT</b> on the Ganges 322,272	<b>AD-A-LASH</b> 322,403	<b>Symetro</b> 322,324	 322,144	 323,027
 322,273	 322,273	 322,432	<b>INFRALET</b> 322,496	 322,859	 323,321
		 322,615	<b>SARON'S SCALP CARE</b> 322,525	 322,720	
			<b>311,132</b> —Edward T. Fenwick, Washington, D. C. (Feb. 5, 1931.)—Vanilla extract.		
			<b>315,235</b> —Benjamin Ansehl, doing business as The Benjamin Ansehl Co., University City, Mo. (May 15, 1931.)—skin tonics, skin lotions, skin creams, and rouge.		
			<b>315,783</b> —Bourjois, Inc., New York, N. Y. (June 4, 1931.)—Toilet preparations.		
			<b>316,069</b> —Royal Beauty Parlor Supply Co., Newark, N. J. (April 1927.)—Toilet preparations.		
			<b>316,686</b> —Dubuis & Rowsell, Ltd., Croydon, England. (Mar. 1, 1923.)—Perfumes, vanishing cream, cold cream, beauty creams, and face powder.		
			<b>317,472</b> —Harry E. Kimble, doing business as Kim Chemical Products Co., Albuquerque, N. Mex. (1917.)—Toothpowder and hair removing preparation in the nature of an especially prepared powder.		
			<b>318,172</b> —Frank G. Scott, doing business as Scott Chemical Co., Detroit, Mich. (Jan. 1, 1929.)—Preparation used for the following medicinal purposes: for an emollient after shaving; an eye, tooth, and mouth wash.		
			<b>318,987</b> —Holman Soap Co., doing business as Loret Laboratories, Chicago, Ill. (Mar. 19, 1921.)—Soaps.		
			<b>319,627</b> —Charles D. Thompson, Lawrence, Mass. (Feb. 1931.)—Shaving creams.		
			<b>319,964</b> —Rosely Perfumery Shoppe, Inc., Newark, N. J. (Apr. 1931.)—Toilet preparations.		
			<b>319,988</b> —Sarwan Singh Grewal, doing business as Bombay National Incense Co., Highland Park, Mich. (Apr. 22, 1931.)—Incense.		
			<b>320,145</b> —Ignaz Zilz, Vienna, Austria. (Jan. 1927.)—Cosmetics.		
			<b>320,152</b> —John K. Banks, doing business as Edward's		

1,846,711. Container with Applicator. Anton Even sen, Fox Lake, Ill.

1,847,437. Detergent. Abraham Moscowitz, Jersey City, N. J.

1,847,840. Box for Cosmetics. Elly Levy, nee Paschek, Berlin-Wilmersdorf, Germany.

1,847,948. Loose Powder Container. Nathan Kasd an, New York, N. Y., assignor to Majestic Metal Specialties, Inc., New York, N. Y.

1,847,949. Loose Powder Dispenser. Nathan Kasd an and Richard F. Landwehr, New York, N. Y., assignors to Majestic Metal Specialties, Inc., New York.

#### Trade Mark Registrations Applied For

(Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

299,549.—Brunswig Drug Co., Los Angeles, Calif. (Mar. 1, 1905.)—Oil eucalyptus, oil of cloves, borax, powder and whole henna leaves, precipitated chalk.

299,659.—Jaburg Brothers, Inc., New York, N. Y. (Mar. 29, 1930.)—Extracts and extract powders.

302,131.—The Stayung Laboratories, Inc., Portland, Oreg. (May 1, 1930.)—Hair tonic.

309,146, 309,151.—Dr. Rudolf Reiss Rheumasan-und Lenicot-Fabrik, Berlin-Charlottenburg, Germany. (Mar. 5, 1928; May 30, 1927.)—Tooth paste and tooth powder;—gargles and oral antisepsites.

Drug and Chemical Co., Royal Oak, Mich. (1920.)—  
Bay Rum.

320,315.—Renaud Et Cie of America, Boston, Mass. (Aug. 5, 1931.)—Perfumery.

320,373.—Clara Schmalz, Heidelberg, Germany. (Jan. 1909.)—Skin-action oil.

320,543.—Canadian Remedies, Ltd., Winnipeg, Canada. (Sept. 1, 1931.)—Foot powder.

320,689.—Orox Products Co., New York, N. Y. (Aug. 21, 1931.)—Dentifrice and mouth wash.

320,690.—Andrew A. Osetkowski, doing business as Union Products Co., Detroit, Mich. (Mar. 6, 1919.)—Toilet preparations.

320,932.—Jaret Laboratories, Inc., Chicago, Ill. (Sept. 1, 1931.)—Hair dyes.

321,104.—Hart-Albin Co., Billings, Mont. (Feb. 25, 1931.)—Toilet preparations.

321,109.—Lanman & Kemp-Barclay & Co., Inc., New York, N. Y. (Oct. 7, 1881.)—Laxative pills, liniment, hair tonic, hair dye, tooth powder, face lotion and perfumery.

321,132.—Bristol-Myers Co., New York, N. Y. (Nov. 15, 1929.)—Hair tonic.

321,170.—Poray Inc., Chicago, Ill. (Dec. 1930.)—Empty vanity cases made of base metal, paper, or cellulose.

321,460.—Catherine Conlon, doing business as Aunt Kate's Products Co., Saugerties, N. Y. (July 30, 1931.)—Granulated soap.

321,579.—W. F. Young, Inc., Springfield, Mass. (July 1, 1931.)—Soap.

321,626.—Francis E. Fowler, Jr., doing business as The Caligrapo Co., St. Louis, Mo. (Apr. 29, 1925.) Flavoring extracts.

321,696.—Schuyler Products Corp., Philadelphia, Pa. (Aug. 20, 1931.)—Skin cleansing and softening cream.

321,842.—Chesebrough Mfg. Co., Consolidated, New York, N. Y. (June 1924.)—Hair tonic.

321,879.—Nathan Holland, doing business as Holland Laboratories, Brooklyn, N. Y. (Nov. 2, 1931.)—Hair wave lotion.

321,908.—The Denaco Agency, San Francisco, Calif. (Sept. 18, 1931.)—Cleaning powder and stain remover for artificial plates and teeth.

321,910.—Chr. Hansen's Laboratory, Inc., Little Falls, N. Y. (Sept. 25, 1931.)—Food flavoring extracts.

321,922.—John T. Stanley Co., Inc., New York, N. Y. (Jan. 2, 1930.)—Laundry soap.

321,956.—H. Kohnstamm & Co., Inc., New York, N. Y. (Nov. 20, 1931.)—Soap.

322,006.—L. T. Piver, Inc., Wilmington, Del. and New York, N. Y. (Oct. 7, 1931.)—Toilet preparations.

322,020.—Henry T. Lawson, Atlanta, Ga. (Sept. 16, 1931.)—Soap for cleaning furniture, automobiles, etc., and also for personal use.

322,051.—Magnus, Mabee & Reynard, Inc., New York, N. Y. (1898.)—Oil Peppermint, single distilled; oil peppermint, redistilled; oil spearmint.

322,056.—Gabriele Melillo, Winthrop, Mass. (Nov. 5, 1931.)—Preparation beneficial to diseased scalps, falling hair, and in the growing of new hair.

322,106.—Daniel Hunt, doing business as Dorchon & Co., Long Beach, Calif. (Oct. 23, 1931.)—Skin cleaner, scalp stimulant.

322,110.—The Pepsodent Co., Chicago, Ill. (May 6, 1915.)—Dentifrices and antisepsics.

322,144.—Terri Cosmetics Corp., New York, N. Y. (May, 1931.)—Toilet preparations.

322,155.—The Ayer Co., Lowell, Mass. (Dec. 10, 1931.)—Cleansing cream.

322,176.—International Flavors Corp., New York, N. Y. (Nov. 17, 1931.)—Food flavoring extracts.

322,256.—Frederick E. Ischerland, Flint, Mich. (Aug. 15, 1927.)—Liquid oil hair dresser and pomade hair dresser.

322,261.—McKesson & Robbins, Inc., Bridgeport, Conn. (Sept. 1, 1929.)—Face lotion, talcum powder, and face cream.

322,270, 322,272, 322,273.—Frank C. Reilly, New York, N. Y. (Jan. 5, 1931.)—Toilet preparations.

322,283.—Foote & Jenks, Inc., Jackson, Mich. (Oct. 1, 1931.)—Extracts.

322,324.—Metro Products Co., Detroit, Mich. (Sept. 12, 1931.)—Reducing lotion applied externally.

322,403.—Samuel Sommer, doing business as S. Sommer & Co., San Francisco, Calif. (Nov. 1, 1931.)—Artificial eyelashes.

322,432.—O. B. Soap Co., Inc., Buffalo, N. Y. (Oct. 1931.)—Soap powder.

322,496.—Bourjois, Inc., New York, N. Y. (Dec. 11, 1931.)—Toilet preparations.

322,525.—Anthony P. Sardou, Albany, N. Y. (July 9, 1931.)—Scalp preparation.

322,615.—Paul G. Hauschmidt, doing business as Highland Importing Co., Boston, Mass. (June, 1930.)—Extracts.

322,720.—William V. Wexberg, doing business as Duzz-It Chemical Works, Chicago, Ill. (Dec. 19, 1931.)—Hair restorer.

322,859.—Oreon Shampoo Co., Chicago, Ill. (Dec. 1, 1931.)—Shampoo soap.

322,938.—The Nestle-Lemur Co., New York, N. Y. (Nov. 19, 1931.)—Preparation for treating hair and for use in waving and curling hair.

323,027, 323,028.—Chocolate Products Co., Chicago, Ill. (Dec. 8, 1931.)—Extracts.

323,321.—Bourjois, Inc., New York, N. Y. (1910.)—Soap.

#### Trade Mark Registrations Granted

(Act of March 19, 1920)

*These registrations are not subject to opposition:*

M291,556.—Viville-Paris, Inc., New York, N. Y. (Serial No. 305,796. Sept. 6, 1930.)—Toilet preparations.

M291,565.—Standard Beauty Parlor Supply Co., New York, N. Y. (Serial No. 313,810. Nov. 1, 1930.)—Cosmetics.

M291,566.—Lydia O'Leary, New York, N. Y. (Serial No. 316,740. Sept. 1929.)—Cosmetic for obliterating birthmarks and other skin blemishes.

M291,567.—J. W. Marrow Mfg. Co., Chicago, Ill. (Serial No. 320,867. Jan. 1922.)—Cleansing cream.

M291,570.—Foote & Jenks, Inc., Jackson, Mich. (Serial No. 322,284. Oct. 25, 1930.)—Extracts.

M291,978.—Albert R. Seigle, doing business as National Hair Institute, New York, N. Y., and Chicago, Ill. (Serial No. 310,813. 1923.)—Hair shampoo and hair tonic.

#### Essential Oil Trade of United States During 1931

Imports of essential oils into the United States during 1931 declined about 35 per cent in value or from \$5,643,346 in 1930 to \$3,653,833 in 1931. Declines occurred in purchases of every oil, except of attar of roses, which gained slightly in quantity. Detailed import figures follow:

	1930		1931	
	Pounds	Value	Pounds	Value
Cassia and cinnamon..	372,283	\$373,209	305,549	\$218,000
Geranium.....	188,582	503,370	139,702	416,210
Attar of roses (ounces)	18,206	216,300	19,977	209,102
Bergamot.....	175,788	440,341	80,611	136,432
Citronella and lemon grass	1,006,810	541,865	1,026,793	389,169
Lavender and spike-lavender	276,405	722,276	279,588	499,637
Lemon.....	624,023	587,645	346,093	215,986
Orange.....	166,285	362,427	131,837	230,194
Sandalwood.....	18,839	80,397	10,230	49,261
All other.....	3,064,338	1,725,516	2,925,076	1,289,782

Exports of essential oils, exclusive of pine oil, from the United States declined about 30 per cent in 1931 or from \$1,798,000 in 1930 to \$1,247,800. Shipments of peppermint oil totaled about 229,500 pounds valued at \$438,200 in 1931 as compared with 233,300 pounds worth \$700,000 in 1930.

# Reports on Markets and Crops

## New York Market Report

THE demand for essential oils continues of fair proportions and while still far from normal, the volume of business done compares most favorably with that during the latter part of 1931 and the early part of the present year. The number of inquiries coming through is materially larger than at any time in recent months and while most of them are inquiries and nothing more, still the tone of the market has measureably improved and the sentiment is less pessimistic than it has been.

Prices on the whole are about at the level of last month. Improved business has not yet been of sufficient consequence to lead to greater firmness and the strong anxiety to sell on the part of some dealers continues to have its effect upon current quotations. A few items have firmed up materially but most of them are still subject to some shading of quotations.

Floral products in general are weak and have not been stimulated to any extent by improved demand. Inquiries are limited to very small lots and buyers' ideas of prices are far from those of sellers in most instances. A wide range of quality is noted in most of these materials accompanied by an equally wide range in price. Seed and spice oils have been steadier in line with a slight improvement in the market for raw materials. Citrus oils have been featured by a sharp advance in Italian lemon although this now seems to have been checked, latest cables showing signs of a slight reaction on account of lack of buying from America. Bergamot continues to be unsettled and action for sales only through the recently organized Consortium seems to have been deferred for the time being. It is reported in some quarters that this will go into effect only after the market situation clears a bit. Domestic oils have stiffened in the country and peppermint is firmer on spot. Reports indicate a sharp curtailment in the acreage in Oregon and some reduction in Michigan and Indiana as well. Citronella is a little firmer and geranium has advanced owing to the shortage in Algeria and the reports of damage from the storm in Réunion. Other oils are generally quiet and easy with little change in quotations.

## Synthetics and Derivatives

The market has been a quiet affair insofar as sales to the manufacturers of toilet preparations are concerned. These consumers have not been purchasing but they have been inquiring in greater numbers and for a reasonably wide range of products. Sellers, however, have found business for other purposes quite good and the volume of business on the whole has not been unsatisfactory. Some fair trading in lower grades of bulk products for soap and for insecticides and disinfectants is reported. The finer products for perfumery remain dull. Prices have shown practically no change during the month and with makers in control of the market, it is not expected that there will be any substantial change unless and until there has been a fair upturn in general business.

## Floral Crops in Southern France

GRASSE, March 7.—The slight improvement which we noted in our last report has continued during the last month in the course of which we have experienced a quite satisfactory gain in business. The British market, among others, has shown some activity during the closing days of February and this has its repercussion upon our market. British buyers have been buying in fair quantities for immediate delivery in order to escape the new tariff rates which went into effect the first of March.

The prices of some essential oils have strengthened on account of this demand and we have noted advances in bois de rose, geranium, lemon and orange oils.

It is of course known that the Italian government has decided to monopolize the sale of oil of bergamot to check the use of artificial products and sophistication. It has created a Consortium of bergamot producers and the sale of this oil in each country can be carried on only through an official representative and at a fixed price.

February has been a cold and dry month. The temperature has ranged from about 37 degrees to 58 degrees Fahrenheit and some stations show a minimum slightly below these figures which has done some slight damage to certain crops. In certain exposed locations, we note orange trees touched by frost but thus far the damage does not seem important. At the moment of writing this report there has been a fall of snow over Grasse and vicinity which lasted all day and may have done some damage. However the temperature has not dropped below 37 degrees and if the snowstorm is not followed by frosts, it is safe to say that the damage, if any, will be very slight.

In general the condition of our floral plantations does not permit an optimistic forecast, at least for the moment. Rose bushes suffered badly from the drought of last Summer and in spite of the good appearance of a few fields, the next crop will almost certainly be deficient. As for jasmin, the old plantations are still being pulled up to some extent without much effort at replacement. Others are almost abandoned and have suffered greatly from the cold because the work of protecting them was not undertaken conscientiously as in the past. These plantations present a very poor appearance and we can forecast that the next crop will be lower by a considerable amount than that of 1929.

## Violet and Mimosa

The needs of the factories this year will be of little importance. The quantity of mimosa available for perfumery will not be utilized and the same is true of violets of which production will be reduced. The probable prices of flowers will be approximately those of 1931; i.e., mimosa, between 2 and 3 francs per kilo; and Victoria violets about 6 or 6½ francs per kilo. Parma violets are hardly used at all in perfumery now although small quantities are treated by maceration

(Continued on Page 63)

# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)  
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS		Guaiac (Wood)..... 2.85@				Thuja ..... 1.75@			
Almond Bitter, per lb.	\$2.20@	\$2.40	Hemlock	.90@	1.00	Thyme, red	.50@	.75	
S. P. A.	2.50@	2.75	Hops (oz.)	10.00@	14.00	White	.95@	1.25	
Sweet True	.48@	.55	Horsemint	4.25@		Valerian	8.00@	10.00	
Apricot Kernel	.30@	.35	Hyssop	24.00@		Verbena	3.75@	7.00	
Amber, crude	.24@	.30	Juniper Berries	1.60@	2.00	Vetivert, Bourbon	4.75@	6.00	
rectified	.50@	.60	Juniper Wood	.60@	.62	Java	10.00@	25.00	
Ambrette, oz.	46.00@		Laurel	15.00@		East Indian	30.00@		
Amyris balsamifera	2.20@	2.80	Lavender, English	32.00@		Wine, heavy	1.80@	2.00	
Angelica	22.00@	35.00	French	2.20@	3.50	Wintergreen, Southern	4.00@		
Anise, U. S. P.	.46@	.50	Lemon, Italian	1.20@	1.45	Penn. & Conn.	7.75@	8.50	
Araucaria	1.75@	1.85	Calif.	1.20@	1.35	Wormseed	2.15@	2.50	
Aspic (spike) Spanish	.55@	.65	Lemongrass	.46@	.55	Wormwood	4.20@	4.50	
French	.70@	.90	Limes, distilled	6.75@	8.50	Ylang-Ylang, Manila	25.00@	32.00	
Balsam Peru	6.00@		expressed	11.25@	13.00	Bourbon	5.25@	9.00	
Balsam, Tolu, per oz.	4.25@		Linaloe	1.90@	2.20	TERPENELESS OILS			
Basil	50.00@		Lovage	27.50@		Bay	5.25@	5.75	
Bay	1.95@	2.15	Mace, distilled	1.10@	1.20	Bergamot	8.00@	10.00	
Bergamot	1.95@	2.40	Mandarin	4.75@	7.50	Clove	4.00@	5.00	
Birch, sweet N. C.	1.85@	2.10	Marjoram	6.25@		Coriander	20.00@		
Penn. and Conn.	2.50@	3.50	Melissa	5.00@		Geranium	8.00@	12.50	
Birchtar, crude	.15@		Mirbane	.15@		Lavender	5.50@	8.00	
Birchtar, rectified	.50@	.55	Mustard, genuine	10.00@	12.00	Lemon	7.75@	16.00	
Bois de Rose	.65@	1.30	artificial	1.60@	1.85	Lime, Ex.	65.00@		
Cade, U. S. P.	.30@	.35	Myrrh	10.00@		Orange, Sweet	78.00@	90.00	
Cajeput	.60@	1.10	Myrtle	4.00@		bitter	90.00@	115.00	
Calamus	3.00@		Neroli, Bigarade, pure	150.00@	215.00	Petitgrain	5.00@	6.00	
Camphor "white"	.18@	.23	Petale, extra	180.00@	275.00	Rosemary	2.50@	3.75	
sassafrassy	.23@	.25	Niaouli	3.45@		Sage, Clary	90.00@		
Cananga, Java native	1.80@	2.00	Nutmeg	1.20@	1.40	Vetivert, Java	35.00@		
rectified	2.15@	2.40	Olibanum	6.50@		Ylang-Ylang	28.00@	35.00	
Caraway	1.65@	1.75	Orange, bitter	2.20@	3.00	OLEO-RESINS			
Cardamom, Ceylon	20.00@	30.00	sweet, W. Indian	1.65@	2.15	Benzoin	2.50@	5.00	
Cascarilla	65.00@		Italian	1.75@	2.20	Capsicum, U. S. P.			
Cassia, 80@85 per cent	.85@		Spanish	2.65@	2.75	VIII	3.10@	3.60	
rectified, U. S. P.	1.20@	1.40	Calif. exp.	1.90@	2.05	Alcoholic	3.50@		
Cedar leaf	1.00@	1.15	dist.	.90@	1.00	Cubeb	3.25@		
Cedar wood	.35@	.40	Origanum, Spanish	1.45@		Ginger, U. S. P. VIII	3.00@		
Cedrat	4.15@		Orris root, con. (oz.)	6.25@	8.00	Alcoholic	3.25@	4.60	
Celery	7.25@	8.50	Orris root, abs. (oz.)	70.00@	90.00	Malefern	1.45@	1.60	
Chamomile (oz.)	3.50@	5.00	Orris Liquid	18.00@	25.00	Oak Moss	6.00@	15.00	
Cherry laurel	12.00@		Parsley	8.00@	9.25	Olibanum	3.25@		
Cinnamon, Ceylon	8.00@	13.50	Patchouli	4.50@	5.00	Orris	17.00@	28.00	
Cinnamon, Leaf	2.25@		Pennyroyal, American	1.85@	2.15	Patchouli	16.50@	18.00	
Citronella, Ceylon	.39@	.45	French	1.15@		Pepper, black	4.00@	4.60	
Java	.53@	.60	Pepper, black	9.00@		Sandalwood	16.00@		
Cloves Zanzibar	1.20@	1.35	Peppermint, natural	1.55@	1.65	Vanilla	6.75@	8.75	
Cognac	22.00@	28.00	redistilled	1.75@	1.95	DERIVATIVES AND			
Copaiba	.63@	.70	Petitgrain	1.10@	1.45	CHEMICALS			
Coriander	4.40@	4.75	French	2.10@	2.60	Acetaldehyde 50%	2.00@		
Croton	3.50@	3.75	Pimento	1.60@	2.00	Acetophenone	3.15@	3.50	
Cubeb	2.85@	3.10	Pine cones	3.00@		Acetyl Iso-eugenol	9.00@		
Cumin	7.25@	7.75	Pine needle, Siberia	.64@	.70	Alcohol C 8	20.00@	40.00	
Curacao peels	5.25@		Pinus Sylvesteris	2.00@	2.15	Rhodium, imitation	40.00@	70.00	
Curcuma	3.00@		Pumilionis	2.20@		Rose, Bulgaria (oz.)	6.00@	20.00	
Cypress	4.35@	4.75		2.00@	4.50	Rosemary, French	.45@	.55	
Dillseed	3.15@	3.40		2.00@	4.50	Spanish	.38@	.43	
Elemi	1.45@		Rue	3.15@		Sandalwood, East India	7.50@	8.00	
Erigeron	1.10@	1.25	Sage	3.00@		Australia	5.90@	6.60	
Estragon	38.00@		Sage, Clary	22.00@	37.50	Sassafras, natural	1.15@	1.85	
Eucalyptus	.34@	.38		7.50@	8.00	artificial	.29@	.34	
Fennel, Sweet	1.15@	1.30		5.90@	6.60	Savin, French	2.20@	2.55	
Galbanum	26.00@			9.25@	11.00	Snake Root	1.35@	1.50	
Galangal	24.00@					Spearmint			
Geranium, Rose,						Tansy	2.30@	2.60	
Algerian	4.75@	5.00							
Bourbon	5.00@	5.25							
Spanish	16.00@								
Turkish	2.30@	2.60							
Ginger	4.40@	4.75							
Gingergrass	3.00@	3.15							
Grape Fruit	3.40@	3.70							

Amyl Phenyl Acetate	5.00@	5.75	Methyl Anthranilate.	2.50@	3.00	Beeswax, white .....	.40@	.45
Amyl Salicylate	1.15@	1.45	Methyl Benzoate	1.85@	2.25	Yellow .....	.22@	.30
Amyl Valerate	2.50@	3.00	Methyl Cinnamate	3.00@		Bismuth sub-nitrate..	1.35@	1.40
Anethol	1.20@	2.00	Methyl Eugenol	3.80@	7.50	Boric acid, ton .....	165.00@	175.00
Anisic Aldehyde	3.35@		Methyl Heptenone	3.75@	6.00	Calamine .....	.16@	.20
Benzaldehyde, U.S.P.	1.45@		Methyl Heptine Carb.	20.00@	36.00	Calcium, phosphate..	.08@	.08%
F. F. C.	1.55@	1.90	Methyl Iso-eugenol..	8.50@	12.50	Phosphate, tri-basic	.13@	.15
Benzophenone	2.40@	4.50	Methyl Octine Carb..	24.00@	32.00	Sulfate .....	.03@	.04
Benzylideneacetone	2.50@	4.00	Methyl Paracresol..	4.65@	6.00	Camphor .....	.53@	.65
Benzyl Acetate	.70@	.85	Methyl Phenylacetate	4.65@	6.00	Cardamon seed .....	.65@	
Benzyl Alcohol	1.05@	2.00	Methyl Salicylate..	.42@	.50	Castoreum .....	20.00@	
Benzyl Benzoate	1.05@	2.00	musk Ambrette .....	6.50@	7.50	Chalk, precip.	.03@	.06%
Benzyl Butyrate	5.50@	6.25	Ketone .....	7.50@	9.50	Cherry laurel water,		
Benzyl Cinnamate	7.00@	9.00	xylene .....	2.50@	3.00	gal. .....	1.25@	
Benzyl Formate	3.35@	3.60	Nerolin (ethyl ester)	1.50@	1.75	Citric acid .....	.35@	.40
Benzyl Iso-eugenol..	18.00@	27.00	Nonyl Acetate	48.00@		Civet, ounce .....	3.75@	4.50
Benzyl Propionate..	2.00@	5.50	Octyl Acetate	32.00@		Cocoa butter .....	.18@	.20
Borneol	1.60@	2.25	Paracresol Acetate..	5.25@	6.00	Clay, colloidal .....	.03@	.03%
Bornyl Acetate	1.75@	8.00	Paracresol Methyl			Formaldehyde .....	.07@	
Bromstyrol	4.00@	5.00	Ether .....	7.00@	8.00	Fuller's Earth, ton..	16.00@	30.00
Butyl Acetate	.60@		Paracresol Phenyl			Formic acid .....	.12@	.16
Butyl Propionate ..	2.00@		Acetate .....	14.00@	20.00	Fatty Acids (See Soap Sec.)		
Butyraldehyde	12.00@		Phenyliacetaldehyde			Guarana .....	1.15@	2.00
Carvene	1.15@		50% .....	5.00@	7.00	Gum Arabic, white..	.20@	.22
Carvol	3.75@	4.25	100% .....	8.50@	10.50	amber .....	.09@	.12
Cinnamic Acid	4.00@		Phenyliacetic Acid..	3.00@	4.00	Gum Benzoin, Siam..	1.30@	1.50
Cinnamic Alcohol	2.85@	3.50	Phenylethyl Acetate..	8.50@	12.50	Sumatra .....	.40@	.45
Cinnamic Aldehyde ..	2.75@	4.25	Phenylethyl Alcohol..	4.25@	4.75	Gum galbanum .....	1.05@	1.15
Cinnamyl Acetate ..	10.00@	12.00	Phenylethyl Butyrate	16.00@	20.00	Gum myrrh .....	.25@	.40
Cinnamyl Butyrate	12.00@	14.00	Phenylethyl Formate..	18.00@		Henna, powd. .....	.14@	.28
Cinnamyl Formate..	13.00@		Phenylethyl Propionate .....	18.00@		Hydrogen peroxide..	.05@	.08
Citral C. P.	2.60@	3.00	Phenylethyl Valerate..	20.00@		Kaolin .....	.06@	.08
Citronellol	2.65@	3.25	Phenylpropyl Acetate..	12.00@	14.00	Labdanum .....	3.50@	5.50
Citronellal	2.85@	3.25	Phenylpropyl Alcohol..	9.00@	14.00	Lanolin, hydrous .....	.18@	.20
Citronellyl Acetate ..	4.50@	8.00	Phenylpropyl Aldehyde .....	12.00@		anhydrous .....	.20@	.23
Coumarin	4.00@		Rhodinol .....	8.00@	20.00	Lavender flowers .....	.24@	.55
Cuminic Aldehyde ..	62.00@		Santaiyl Acetate .....	22.50@		Magnesium, Carbonate .....	.08@	.09
Dimethylphthalate	.30@	.36	Santaiyl Acetate .....	7.00@	10.00	Stearate .....	.22@	.30
Diethylphthalate	.32@	.37	Skatol, C. P. (oz.)	20.00@		Sulfate .....	.02@	.03
Dimethyl Anthranilate	6.25@	7.00	Skatolyl Acetate .....	20.00@		Musk, ounce .....	20.00@	30.00
Dimethyl Hydroquinone ..	4.00@	6.00	Skatolyl Alcohol..	20.00@		Oils, vegetable (See Soap Sec.)		
Dimethylphthalate	.50@	.60	Terpineol, C. P. .....	.36@	.40	Olibanum, tears .....	.16@	.35
Diphenylmethylene ..	1.75@	2.45	Terpinyl Acetate .....	.90@	1.15	siftings .....	.12@	.16
Diphenyloxide ..	1.20@		Thymene .....	.35@		Orange flower water, gal. .....	1.50@	
Ethyl Acetate	.30@	.50	Thymol .....	1.90@	2.75	Orange flowers .....	.40@	1.00
Ethyl Anthranilate..	5.50@	6.00	Vanillin (clove oil) ..	5.15@	6.00	Orris root, powd. .....	.20@	.75
Ethyl Benzoate ..	1.45@		(guaiacol) .....	4.65@	5.25	Paraffin .....	.03@	.05
Ethyl Butyrate ..	1.25@		Vetiveryl Acetate..	21.00@	25.00	Patchouli leaves .....	.21@	.75
Ethyl Cinnamate ..	4.00@		Violet Ketone Alpha..	5.00@	10.00	Petrolatum, white..	.06@	.10%
Ethyl Formate	1.00@	1.25	Beta .....	5.50@	8.00	Phenol .....	.16@	.20
Ethyl Propionate ..	1.40@	2.50	Methyl .....	5.25@	8.00	Potassium, carbonate .....	.13@	.16
Ethyl Salicylate ..	1.15@	2.50	Yara Yara (methyl ester) .....	1.50@	1.75	Hydroxide (See Soap Sec.)		
Ethyl Vanillin .....	15.00@	20.00	BEANS			Quince seed .....	1.15@	1.35
Eucalyptol .....	.75@	1.00	Tonka Beans, Para..	1.00@	1.25	Reseda flowers .....	1.50@	1.65
Eugenol .....	3.10@	4.00	Angostura .....	2.00@	2.15	Rhubarb root, powd. .....	.28@	.50
Geraniol, dom .....	2.00@	6.00	Vanilla Beans .....			Rice starch .....	.12@	.15
Geranyl Acetate .....	2.90@	4.00	Mexican, whole .....	3.75@	5.00	Rose leaves, red .....	.55@	.85
Geranyl Butyrate ..	5.00@	10.00	Mexican, cut .....	2.25@	2.75	pale .....	.40@	.50
Geranyl Formate .....	4.25@	10.00	Bourbon, whole .....	1.05@	2.00	Rose water, gal. .....	1.25@	
Heliotropin, dom. ..	2.10@	2.40	South American .....	2.50@	3.00	Salicylic acid .....	.40@	.45
foreign .....	2.50@		DRUGS AND SUNDRIES			Sandalwood, chips .....	.45@	.50
Hydratropic Aldehyde	25.00@	27.50	Acetone .....	.11@	.15	Saponin .....	1.75@	
Hydroxycitronellal ..	3.60@	10.00	Alcohol, 190 proof, gal.	2.44@	2.58@	Soap, neutral white..	.19@	.23
Indol, C. P. .... (oz.)	2.65@	5.00	Almond meal .....	.21@	.25	Sodium, Carb. crys..	.01@	.02%
Iso-borneol .....	2.30@		Alum, potash .....	.03@	.03%	Phosphate, tri-basic	.03@	.04
Iso-butyl Acetate ..	2.65@		Ambergris .....	32.50@	Nom.	Spermaceti .....	.22@	.25
Iso-butyl Benzoate ..	2.75@	3.25	Balsam, Copaiba .....	.24@	.30	Styrax .....	.40@	3.35
Iso-butyl Salicylate ..	3.00@	6.00	Peru .....	1.65@	2.00	Sulfur, precip..	.17@	.20
Iso-eugenol .....	4.00@	4.50	Tolu .....	1.10@	1.35	Tartaric acid .....	.27@	.30
Iso-safrol .....	1.75@		Fir, Canada, gal..	12.00@	12.50	Titanium oxide .....	.22@	.25
Linalool .....	2.15@	3.00	Oregon .....	1.50@	1.75	Tragacanth, No. 1..	1.20@	1.50
Linalyl Acetate 90% ..	2.50@	2.75	Venice turpentine, gal.			Triethanolamine .....	.45@	.50
Linalyl Benzoate ..	10.50@		Vetiver root .....			Violet flowers .....	.30@	
Linalyl Formate ..	10.00@	12.00	Peru .....	1.65@	2.00	Zinc, Peroxide .....	.95@	1.15
Menthol, Japan .....	3.65@	4.15	Tolu .....	1.10@	1.35	Oxide .....	.18@	.21
Synthetic .....	3.00@	4.00	Fir, Canada, gal..	12.00@	12.50	Stearate .....	.13@	.15
Methyl Acetophenone.	3.00@	3.50	Oregon .....	1.50@	1.75		.21@	.28

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# Soap Industry Section

CONDUCTED BY Dr. E.G.THOMSSEN

## Determining the Iodine Number of Fats

E. DE CONNO, L. FINELLI and L. TARSITANO, *Ann. chim. applicata* 21, 436-42 (1931), states that Hübl method was found to give iodine values agreeing with those obtained by the Wijs method only if the iodine solution used were acidified so as to correspond to the presence of at least 3% hydroiodic acid. Excess acid did not alter the results. Temperatures between 10° and 25° did not alter the agreement between these 2 methods. The Wijs method requires only 20 minutes contact, where the Hübl method requires 2 hours.—*Chemical Abstract*, Vol. 26, p. 863.

## Duty on Soap Powder

In T.D. 19184, Justice J. McClelland upheld in accordance with stipulation of counsel and on the authority of Abstract 14427 the protest (528233-G) of J. Anghel, New York, that merchandise invoiced as "Elida powdered soap, perfumed," classified at 75 per cent ad valorem under paragraph 61 of the Tariff Act of 1930 should be returned for duty at 15 per cent under the provision for all other soap and soap powder, not especially provided for in paragraph 80.

## Soap Companies Protest Duty

In protest 372152-G, the Owl Drug Co., New York branch, claimed certain soap to be dutiable at 15 per cent ad valorem under paragraph 82 of the Tariff Act of 1922. Justice J. McClelland, T. D. 18599, in accordance with stipulation of counsel and on the authority of De Jong *v.* United States (T. D. 44931) held the soap dutiable at 15 per cent as claimed.

Yardley & Co., Ltd., New York, in protest 514087-G, claimed that merchandise described as "H" base and stearin soap chips, and classified as toilet soap at 30 per cent ad valorem under paragraph 82 of the Tariff Act of 1922 be returned for duty as mentioned above at 15 per cent under the same paragraph. For the same reasons, Justice J. McClelland upheld this claim in T. D. 18600.

J. W. Levy Corp., New York, also protested (protest 513221-G) against the classification of fancy soap at 60 per cent ad valorem under paragraph 1419 of the Tariff Act of 1922, and claimed it should be returned for duty at 30 per cent ad valorem under paragraph 82.

In this instance, T. D. 18601, Justice J. McClelland upheld the claim in accordance with stipulation of counsel and on the authority of Shallus *v.* United States (13 Ct. Cust. Apps. 87, T. D. 40937).

## Antioxygen of Fats and Oils

YOSHIO TANAKA and MITSUO NAKAMURA, *J. Soc. Chem. Ind., Japan* 34, Suppl. binding 405-6 (1931); cf. C. A. 24, 3389, states that the action of aniline and its methyl, nitro and chloro substitution products upon the oxidation of linseed oil was examined. The changes in the properties were determined by comparing the sp. gr., n iodine number and viscosity before and after the isolation. Aniline, xylidine, p- and o-toluidines, p- and o-chloroanilines are capable of acting either as an antioxygen or prooxygen according to conditions; and this fact indicates that these are not 2 independent reactions but that they are closely related. Among the 3 isomers m-toluidine had the most powerful antioxygenic activity and xylidine was less active. Mono-chloroanilines acted as prooxygen but dichloroaniline had still greater prooxygenic activity. o-Nitroaniline acted as a powerful antioxygen and p- and m-nitroaniline and dinitroanilines acted as powerful prooxygen. —*Chemical Abstracts*, Vol. 26, p. 862.

## Duty Assessed on Soap Dogs and Cats

In a letter to the Collector of Customs dated January 18, 1932, from the Commissioner the decision of the Customs Court (Abstract 17697) holding wax covered soap dogs and cats dutiable as non-enumerated manufactured articles under paragraph 1459 of the Tariff Act of 1922 is held to be at variance with its previous decision (Abstract 16639) wherein soap dolls were held dutiable as toilet soap under paragraph 82 of the Tariff Act of 1922. The Commissioner therefore concurs in the recommendation of the appraiser and thereby authorizes the collector to assess duty on merchandise similar to that the subject of Abstract 17697 as toilet soap under paragraph 80 of the Tariff Act of 1930 at the rate of 30 per cent ad valorem (T.D.45406).

## Protest of Duty on Toilet Soap

The Owl Drug Co., San Francisco, in protests 502741-G, etc., claimed that merchandise classified as toilet soap at 30 per cent ad valorem under paragraph 80 of the Tariff Act of 1930 or paragraph 82 of the Tariff Act of 1922 should be dutiable at 15 per cent as castile soap or soap not especially provided for.

Justice J. McClelland, in T.D. 19246, in accordance with stipulation of counsel and on the authority of De Jong *v.* United States (T.D. 44931) held certain of the soap in question dutiable at 15 per cent as claimed.

## Detergency of Alkaline Salt Solutions

FOSTER D. SNELL, in *Ind. Eng. Chem.* 24, 76-80 (1932), states that the primary field of detergency of alkaline salt solutions is as builders with soap. A very dilute soap solution is mainly crystalloidal. In more concentrated solutions, such as 0.1%, which are more effective cleaners, a reasonable amount of the soap is present in the form of colloidal micelles. By a qualitative application of the law of mass action, the effect of a soap builder would be to cause the formation of more colloidal micelles, which probably explains the increased detergency when such builders are added. Another function of the builder is to neutralize acidic ingredients commonly present in dirt. Since the  $p_{H_2}$  of a neutral commercial soap is 10.2 in a 0.1% solution, anything more acidic than that is acid to the soap solution. Some soap builders, notably silicates, have negative radicals which, under suitable conditions, are also colloidal. For the purpose of discussion, the dirt difficult to remove is considered to consist of microscopic and submicroscopic particles coated with oil. These are too small for a detergent solution to displace the oil film and, therefore, behave like oil droplets. Important factors are wetting power, deflocculating power and emulsifying power. Methods previously used for evaluation of detergency are reviewed. The compounds studied have decreasing total alkalinities, as shown by  $p_{H_2}$  or  $C_{OH}$  values on 0.033% solutions in the following order: NaOH,  $Na_2SiO_4$ ,  $Na_2SiO_3$ ,  $Na_2PO_4$ , Na silicate, 1:1.58 (anhyd.),  $Na_2CO_3$ , Na silicate 1:3.86 (anhyd.), modified soda and borax. They have decreasing available alkalinities above  $p_{H_2} 10.0$  as shown by electrometric titrations of 0.66% solutions in the following order: NaOH,  $Na_2SiO_4$ ,  $Na_2SiO_3$ , Na silicate 1:1.58 (anhydrous),  $Na_2CO_3$ , alk.  $Na_2PO_4$ , Na silicate 1:3.86 (anhydrous), modified soda and borax. For rational comparison of the relative value of soap builders, it is essential that the  $p_{H_2}$  be translated into  $C_{OH}$ . The conclusion reached is that, because of the necessity of neutralizing acidic dirt, a buffered builder is essential. This rules out NaOH. The most effective builders, so far as alkalinity is concerned, were found to be  $Na_2SiO_4$  and  $Na_2SiO_3$  in that order of preference.—*Chemical Abstracts*, Vol. 26, p. 865.

## Modification of the Kreis Test

K. TAUFEL, P. SADLER AND F. K. RUSSOW, *Z. angew. Chem.* 44, 873-5 (1931), state that in a test tube of suitable size, take 1 cc. of oil or melted fat, and an equal volume of concentrated hydrochloric acid. Prepare a wad of white cotton and moisten it, at the place where it is to be introduced into the tube, with about 1 cc. of 1% ethereal solution of phloroglucinol and 10 drops of 20% (or stronger) hydrochloric acid. With the walls of the test tube free from fat or oil, shove this wad of cotton down into the tube. Shake 1-2 minutes but take care not to spatter any of the fat on to the cotton. Heat the fat carefully in a water bath to about 60° if necessary. The presence of epihydraldehyde causes the formation of a red spot on the white cotton.—*Chemical Abstracts*, Vol. 26, p. 863.

## Value of Silicate of Soda as a Detergent

JOHN D. CARTER, in *Ind. Eng. Chem.* 23, 1389-95 (1931); cf. Stericker, *C. A.* 17, 1557, deals in his paper with the efficiency of soap builders in preventing the deposition of various pigments upon cloth. Evidence is given to show that solid dirt may be removed from one piece of cloth and deposited on another piece or section by the same detergent solution. In preventing deposition of pigment,  $Na_2O(SiO_3)_{0.5}$  is superior to  $Na_2PO_4$ , but inferior to Na oleate; NaOH,  $Na_2CO_3$  and modified soda have little effect. Colloidal substances (starch, glue, gum arabic, clay) give little protection against deposition of pigments; the protective action is enhanced somewhat by using alkali with the colloid. Silicates of all  $Na_2O:SiO_2$  ratios decrease the deposition of pigment on cloth, the magnitude of the effect depending more upon the  $SiO_2$  than upon the  $Na_2O$  content of the silicate solution. The protective action of silicates is ascribed to the production of a thin film of silicate on the cloth; the film is removed by rinsing with water.—*Chemical Abstracts*, Vol. 26, p. 866.

## Combinations of Raw Materials for Toilet Soap

B. NAKAGAWA (*J. Soc. Chem. Ind.*, Japan, 1931, 34, 22-27B, 28-31B) states that the effect of the addition of various soaps to a standard base (80 per cent of tallow, 20 per cent of coconut oil soda soaps) has been studied, using 0.5 per cent solutions. A new value—the "lathering coefficient" (lathering number  $\times$  lathering volume)—is introduced to measure the lathering power, and this value is used, in conjunction with the rate of disappearance and the sp. vol. of lather, in appraising the soaps. Addition of hardened fish oil soap was disadvantageous; palm oil and arachis oil soda soaps, tallow potash soap, and especially castor oil soda soap have a good effect on the lathering phenomena; Chinese vegetable tallow is usable as a substitute for tallow; 40 per cent is the optimum addition of lard soda soap. At 40° the presence of a hardened soya bean oil (iodine value 67.7) soap is slightly favorable, but a 20° tends to the reverse.

The solid soaps were tested for hardness and solubility. A modification of Leimdörfer's apparatus (*Seifensieder-Ztg.*, 1927, 54, 489) was used for determining the attrition or "rubbing solubility," which is decreased by hardened fish oil soap, and to a smaller extent by Chinese vegetable tallow soap; it increases with additions of arachis-soda, tallow-potash, and especially castor oil-soda soaps. The standard soap is softened by additions of the three last named soaps and hardened by additions of Chinese vegetable tallow and hardened fish oil soaps.—(*J.S.C.I.*); Vol. 50, No. 22, 1931, p. 500.

## Executives Are Interested

(W. HERMON SLADE & CO., LTD., SYDNEY, AUSTRALIA)

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# Fish-Oils in the Soap Industry

## *Discussion of Methods of the Deodorization and*

### *Decolorization of these Oils*

by Dr. C. Stiepel,

PROBABLY for a hundred years past efforts have been made to deprive fish-oil or train-oil of its peculiar characteristic and then unrestrictedly and generally to put it together in a class with fats and oils, particularly for the manufacture of soaps. This special peculiarity or characteristic finds expression in the fish-oil odor, which is repugnant to human sensitiveness in most countries.

Irrespective of this fish-oil odor the question according to the particular kind of fatty oils is one concerning fish-oils that can serve useful purposes in the soap industry. In this regard the train-oils of the warm-blooded fishes (whale fish-oils) could probably be regarded as very good animal, soft fat, of about 25% stearin content and abundant content in oleic acid. The train-oils of the cold-blooded fishes might be compared to linseed oil in particular, they giving good soft soaps just as linseed oil gives.

However, what distinguishes the fish-oils altogether, even chemically, from animal fats and vegetable oils is a more or less higher content of highly unsaturated fatty acids (octo-bromide test), which are easily liable to oxidation and the formation of this fish-oil odor. As compared with other fats and oils there are only some other slight resemblances here to linseed oil (hexabromide test), whose strongly unsaturated fatty acids when stored for a long time in the open air may likewise take on an odor similar to fish-oil, especially when they are in the form of soaps.

The increasing production of fish-oils that has been made for decades has therefore offered a stimulus, when prices have been low, even in the case of good quality, to studies in order to devise means to make fish-oil odorless, that is to deodorize it.

In view of the scant insight that existed as to the composition of fats and oils and especially into the composition of fish-oils these efforts were put forth at the beginning by starting out many times from incorrect assumptions, as can readily be understood, assumptions that were not likely to lead to a solution of the problem. It was assumed that the odor emanated from special substances containing nitrogen that formerly existed in the fish-oil as impurities (phenicin) and that the problem was to remove these substances.

Aside from this historical reference it will serve no particular purpose to dwell further upon the methods that were proposed for carrying out these means, already doomed to failure.

#### Vapor Process

Wittingly or unwittingly, however, the problem was solved in the year 1841 in a very correct way by the British Patent 8854 of the inventor William Newton.

According to this process the fish-oil is to be made

odorless by the fact that first of all it is heated at high temperatures, up to 300° C in order then to be subjected after the cooling at about 170° to a vapor process. Newton established thereby that a heating at lower temperatures was not conducive to deodorization.

If today the measure of the knowledge of the process brought to light by the high-temperature heating is applied, the effect of this process finds its explanation in the fact that as a result of that there occurs a polymerization of the strongly unsaturated fatty acids or their glycerides, the intensity of which depends of course upon the temperature. If fish-oils are heated for a length of time at 300°, the degree of polymerization is characterized by the decline in the iodine number up to 80 and under.

As can readily be established by experiments, such a decline is necessary in order to make the fish-oil permanently odorless so as to preclude the possibility of the occurrence of oxidations which bring forth fishy odor. Such processes are still possible if the iodine number, that is to say, the degree of polymerization in the heating process, has remained also only a little above 80. The knowledge brought forth in the patent of Newton is unequivocally correct. Newton recognized that it required a change in the fish-oil as such in order to remove the fishy odor permanently from the material treated. In any event, this was first expressed clearly about fifty years later by Servais, who probably was the first one to find the explanation of the fishy odor in the fact that it is a question of aldehyde-like substances originating through the effect of atmospheric oxygen upon the strongly unsaturated fatty acids in the fish-oil (elupanudonic acid). Thereby a means was afforded to make the fish-oils useful on a greater scale by permanent deodorization, for technical purposes generally and for the soap industry particularly.

The vapor process mentioned in the patent has no connection with its real purpose in the effect to be brought about. It serves as is the case in other respects for the purpose of removing odorous substances present, along with slight quantities of a petroleum-like product which originates at the time of the high heating. Part of it is distilled off readily and a part remains in the residue of the fish-oil. To be sure, the necessary close attention should be paid to a vapor process in addition to the polymerization process for the separation of the odor present and the odor forming at the time.

This invention of Newton, valuable in itself, probably ran ahead of the then existing demands in a technical and economic way, which indeed is often the case, and therefore it fell into oblivion. At least for Germany the problem of the deodorization of fish-oil was first earnestly taken up along economic lines around the turn of the century, around which for the first

time large quantities made their appearance on the market, particularly Japanese fish-oils, at such low prices that there was much stimulus towards improved utilization.

Here the Newton process served as a basis in the efforts made to perfect this process along engineering lines, particularly the question of obtaining the light color of fish-oils for manufacturing use. Thus under patent protection there appeared a great number of processes for deodorization of fish-oils, always on the principle of the accomplishment of this end by means of polymerization, with variations in the means for preventing or at least keeping back the color decline which followed in the wake of the high heating. Also the question of apparatus was slated to play an important part, for the reason that fish-oils always have a certain percentage of free fatty acids which caused discoloration by metals.

#### Process of Decolorization

The most radical means that suggested itself for obtaining the light color was a de-acidification and refining of the fish-oils for the removal of the free fatty acids and impurities on slimy substances. Such purified neutral fish-oils also withstand a high temperature even in iron vessels, if during the heating the admission of air is excluded to the greatest possible extent. A disadvantage is the corrosive action of refined fish-oil fatty acid, the utilization of which thereby remains an open matter.

For keeping the air away proposals were made for the introduction of carbonic acid or other inactive gases, of water vapor upon expulsion of the free fatty acids, vacuum and other means. Here in fact modern engineering is in a position to render assistance. However, the Newton invention remained the basis of all these processes.

Technically, the lightest possible fish-oils were of course adopted, in order to be able to obtain light finished products. However, against these endeavors the almost simultaneous appearance of the hydrogenating processes soon competed very decidedly. This took away from the real deodorizing processes first of all the best grades of whale oils and later also light herring oils. Inasmuch as the hydrogenating processes do not essentially concern the field of the soap industry even in the use on fish-oils, reference to them should be made only to the extent that they economically affected the actual deodorization processes. There should be mentioned in this connection a further process depending upon reduction for the deodorization of fish-oils according to Hemptinne by the action of electrical discharge in an atmosphere of hydrogen.

Comments are made below first of all on the fish-oil products obtained according to the above-mentioned polymerization processes, which for many years up to the outbreak of the war had been manufactured in very large volume and on a large scale.

Inasmuch as polymerization was carried on considerably as against the glycerides, analytically there was no considerable change in any of the constants besides the decrease in the iodine number. The result of this analytically is furthermore that the octobromide test, in other respects characteristic for fish-oil products, is negative. In physical characteristics there occurred

an increase in the viscosity and a gelatin-like solidification upon cooling off. Also in the fatty acids produced by cleavage the crystallization power is very considerably reduced, so that it is only with difficulty that success is reached in separating the liquid and solid fatty acids through pressure, which is indeed an easy matter in the case of unaltered fish-oil fatty acids.

When of good clear color the products produce a very good fat for the production of soaps for household uses, for which they have found application to a great extent. Here they are to be regarded as a pure animal fat constituent part. On the other hand they are suitable for the manufacture of soft soaps in high percentages at least, since the soaps on account of this tend to become slimy.

Also for the less light, deodorized fish-oil products there is the best chance of application in the manufacture of technical soaps, more particularly as they are used in the textile industry for washing raw wool. Divided into fatty acids they also successfully substitute the olein of the candle industry and for many years "Olein 400" was well introduced in the industry at home and abroad.

The increasing demand for hardened fats in the margarine industry at the favorable prices of whale oil and other light grades of fish-oil as compared with the vegetable oils in the course of time took them more and more away from the technics of the deodorization of fish-oils. Although the prices rose as a result they could easily be borne for the purposes of edible fats. However, the change in the situation took on an unfavorable turn in respect to the economic feasibility of fish-oil deodorization. In its stead there came upon the scene the refined fatty acids of the hydrogenating works along with the dark grades of fish-oil, the working of which could only lead to products of inferior grade and less readily saleable.

Although the deodorization of the fish-oils according to the polymerization process is independent of the color thereof, the following circumstances have their effect upon their application.

Color and purity of the fat products go entirely hand in hand. However, in the production of soaps from dark impure fat products it is within one's power to produce an essential purification by the salting out or graining process in soda soaps. However, this effect in the case of deodorized dark fish-oil cannot be accomplished any longer because, on account of the high heating the organic impurities are so altered and made fat or soap soluble that in the salting out process they remain in the soap and do not go into the underlye.

In this way the industry was soon faced with a new problem, to produce not only a deodorization of the fish-oils but likewise an improvement in quality, particularly of the color.

The means whereby it was sought to solve this problem were of two kinds, one of which reverted to the most thorough bleaching and purifying process or fatty acid distillation, while the other led to the knowledge of new reactions which likewise produced a deodorization of the fish-oils.

With respect to the distillation methods for getting fatty acids without fishy odor the following is stated:

If fish-oil fatty acids are subjected to the usual distillation process, that is water vapor distillation at

temperatures of about 280°, it is possible with careful attention to the individual fractions to observe that the first fractions retain the strongest fishy odor, whereas this odor in the subsequent fractions becomes weaker until it vanishes entirely. The total distillate shows pronounced fishy odor. Besides, the pitch residue is a considerably greater one than in the case of other fatty acid distillations and also at not too great a decomposition in the expulsion process it shows a considerably different composition.

Whereas the distillation residues—pitch of other fatty acids contain only still slight quantities of fatty acids, that is to say, the acid number and also the saponification number are lower, still higher acid numbers and in particular high saponification numbers are found in the sufficiently sparingly treated fish-oil fatty acid pitch, which numbers permit of the formation of condensation products from the fatty acids, these of lactone-like nature, which do not lend themselves to the distillation. These phenomena, in their causes technically anticipating the distillation process, form the object of *German Patent 391235* and supplementary patent: Process of Fish-oil Distillation with Simultaneous Separation of the Normal Animal Fatty Acids from the Fishy Animal Fatty Acids.

As already intimated, it rests upon the knowledge that the unsaturated fatty acids, considerably stronger than oleic acid, after a polymerization or hydrogenation resist the distillation with water vapor, so that an effect according to the title of the patent is possible of attainment. According to the particular kind of fish oil the yield in distillate is a different one. In the case of whale oils it amounts to about 85 per cent and in case of herring oils 75 to 80 per cent. This disadvantage in figures, however, is eliminated by the fact that the lightest grades of both kinds of fish oils are conducive to completely flawless distilled fatty acids which themselves are best suited to the manufacture of oleic and stearic acids, so that the process since its origin up to the present time has been capable of operation.

Another distillation process for deodorization of fish oil fatty acids is that according to *German Patent 283216*, characterized by the fact that to the fatty acid vapors arising upon distillation of these fatty acids there is added gaseous sulphuric acid. Also in this respect it can be said that in the widest way this also has found application in the field of the stearic acid industry. If an explanation is sought of the effect of the sulphuric acid it ought also to be found probably in the effects of the polymerization which lead to a deodorization of the fish-oils right from the beginning, as against the course of the distillation without this.

The Sandberg process could make less headway, this process providing for a sulphonation of the fatty acids before the distillation. It is thus a question of an acidification process, as it comes into application frequently in other respects in distillation engineering for attaining higher yields of solid fatty acids. The strongly unsaturated fatty acids, however, as against concentrated sulphuric acid, are easily liable to extensive decomposition resulting in intense carbonization and pitch formation, circumstances which stand as an obstacle in the way of economic and technical feasibility, although in itself success is had also according to this process in getting good fatty acids.

Along the same line there should further be mentioned the process according to *German Patent 317448*, according to which also fish-oils are supposed to be made odorless by the fact that these fish-oils are treated with chlorine, with subsequent rebleaching of the chlorine added to the unsaturated formations added at this point in the course of the usual water vapor distillation. While theoretically explicable in the effect, the execution was doomed to hit a snag in the way of the question of apparatus, which had already proved more difficult if not unsolvable in the work according to *German Patent 283216*.

*To be continued*

## Floral Crops in Southern France

(Continued from Page 56)

for the pomade from which the absolute is obtained by washing with alcohol and subsequent evaporation.

### Jonquil and Lavender

The cold weather, by hardening the ground, has retarded necessary agricultural work on these plants. The jonquils are growing and in the absence of moisture the ground does not absorb the fertilizer used to stimulate growth and blossoming. The crop is expected to be satisfactory as to price and quantity. In the lavender fields the soil is frozen and the operation of transplanting has not been accomplished, especially in lavandin, the cultivation of which is developing more and more.

### Market Conditions

The next crop of orange flowers seems to be in good condition and we foresee a price neither much higher nor much lower than that of the last year. In rose we forecast a price higher than that paid for the last crop and probably sufficient to cover the cost of production. Rose products are unchanged at the moment but it is probable that there will be some advance before the crop of next May. Jasmin shows no change and orders can be filled without any effect upon the market, stocks being as large as ever. Prices of jonquil flowers will be at least double those of last year and the price of the concrete will doubtless advance in proportion. As for lavender, recent buying has made no improvement in the market which continues dull and so low that distillers have lost all interest in it. Other floral products such as mimosa, violet and narcissus are offered without change with the exception of cassie which will not be stabilized until the end of the present crop.

## Dentifrices Are the Leading Toilet Preparations Exported

For some years more business has been done abroad in dental creams and other dentifrices than in any other type of toilet article. In 1930, sales amounted to \$2,522,000, declining 11 per cent to \$2,244,000 in 1931. Of second importance are creams, rouges, and other cosmetics which reached \$2,074,000 in 1930, shrinking 9 per cent to \$1,890,000 the following year. Toilet powders come third with exports of \$1,484,000 and \$1,244,000, respectively, in these years. These three groups make up approximately 65 per cent of all toiletry exports.

## Soap Materials Market

### Tallow

After fluctuating several times during the period the market seems again to have settled to a steady level. On three different occasions a price advance was recorded, but the firm resistance of the larger buyers eventually brought the level back to the starting point. Larger consumers are still willing to make bookings of tallow two months or more in advance—thus there is no heavy accumulation of this product. Another feature of the period has been the revived demand for grease and No. 2 tallow. The whole situation in fats is at such a balance that any exceptional demand for material would bring a prompt accretion in price.

In the Middle West prices continue steady and at a slightly higher level than those prevailing in the East.

E. H. FREY.

### Vegetable Oils

The steadiness in coconut oil has continued through the past month although comparatively, there has been but little trading. Copra in the Philippines is firm and arrivals at the mills there are very light so that importers of oil here are rather reluctant to offer large quantities at present levels for future shipments. Nominally the price has advanced since our last Review to 3½c to 4c lb. New York and 3½c to 3¾c lb. Pacific Coast in tanks for March forward.

Crude cottonseed oil is offered sparingly at 3½c to 3¾c lb. South East and Valley with a few sales recently at the inside price. Crude corn oil is steady at 3¾c to 3½c lb. tanks Midwest mills and production of this oil has been quite small of late. Domestic crude soy bean oil is slightly steadier following a few sales of distressed lots. Production is small and usual quality bean oil is quoted at 3c lb. tanks at Midwest mills.

Sulphur olive oil foots have quieted down during the past week or so but the market is steady at 4¾c to 4½c lb. New York for carlots in barrels and 4½c lb. in tanks for March forward shipments. Commercial denatured olive oil is steady at 62c to 63c per gallon New York in carlots for March/June shipments from abroad. Palm oils have not been very active of late and with the recent rise in Sterling exchange, prices quoted from abroad are fractionally higher.

A. H. HORNER.

### Industrial Chemicals

The market has been quiet and steady without notable change in either the character of the trading or the volume of business done. Most of the current transactions are merely orders against standing contracts. Locally, the market is dull but prices remain steady owing to the close control of the makers over available supplies.

### Prices of Soap Materials

#### Tallow and Grease

Tallow, N. Y. C. extra .....	\$0.02 ½ @
Edible .....	.03 ½ @
Fancy .....	.04 @
Grease, white .....	.02 ½ @
House .....	.02 ¼ @
Yellow .....	.02 @
Lard .....	.05 ½ @ .06 ¼

#### Fatty Acids

Coconut Oil, 98% Saponifiable, tanks .....	.05 ½ @
Corn Oil, 95% T.F.A., tanks .....	.03 ¾ @
Red Oil, distilled, tanks .....	.05 ¼ @
Saponified .....	.06 @
Stearic Acid, single pressed .....	.07 @
Double pressed .....	.07 ½ @
Triple pressed .....	.10 ¼ @

#### Soap Making Oils

Castor No. 1, tanks .....	.09 ½ @
No. 3, tanks .....	.09 @
Coconut, Ceylon Grade, tanks .....	.03 ¾ @
Cochin grade, tanks .....	.03 ¾ @
Manila grade, tanks .....	.03 ¾ @
Corn, crude, Midwest mill, tanks .....	.03 ½ @
Cotton, crude, Southeast, tanks .....	.06 @ .06 ¼
Refined .....	.06 ¾ @
Foots, 50% T.F.A. ....	.01 @ .01 ¼
Lard, common No. 1, barrels .....	.07 @
Olive, denatured, max. 5% F.F.A. ....	
drums, gal. ....	.70 @
Foots, prime, green, barrels .....	.05 @
Palm, Lagos, max. 20% F.F.A., drums .....	.03 ¾ @
Niger, casks .....	.03 ¾ @
Palm, kernel, tanks .....	.05 ½ @
Peanut, crude, barrels .....	.07 @
Refined, barrels .....	.08 ¾ @ .12
Soya beans, max. 2% F.F.A., Midwest mill, tanks .....	.03 ¾ @
Tallow, acidless, barrels .....	.06 ¾ @
Whale, Crude No. 1, Coast, tanks .....	.04 @
Refined, barrels .....	.53 @ .61

#### Glycerine

Chemically pure, drums extra .....	.11 ¼ @ .11 ¾
Dynamite, drums included .....	.09 @ .09 ½
Saponification, drums .....	.05 ½ @ .06
Soap lye .....	.04 ¾ @ .05

#### Rosin

Barrels of 280 pounds	
B .....	\$3.50
D .....	3.70
E .....	4.00
F .....	4.15
G .....	4.20
H .....	4.25
I .....	4.30
K .....	\$4.50
M .....	4.95
N .....	5.80
W.G. ....	6.25
W.W. ....	6.45
X .....	6.60
Wood .....	3.80

#### Chemicals

Acid, muriatic, 18°, 100 pounds .....	\$1.00 @ \$1.60
Sulphuric, 60°, ton .....	11.00 @
66°, ton .....	15.50 @
Borax, crystals, carlots, ton .....	56.00 @ \$76.00
Cyclohexanol (Hexalin) .....	.60 @
Naphtha, cleaners' tankcars .....	.05 ¾ @
Potassium, carbonate, 80@85% .....	.50 ¼ @
Hydroxide (Caustic potash) 88@ 92% .....	.06 ½ @ .06 ¾
Salt, works, ton .....	11.50 @ 14.00
Sodium carbonate, (Soda ash) 58% light, 100 ponds .....	1.15 @ 2.09
Hydroxide (Caustic Soda) 76% solid, 100 pounds .....	2.50 @ 3.59
Silicate 40°, drums, works, 100 pounds .....	.75 @
Sulphate, anhydrous .....	.01 ¾ @ .02 ¼
Phosphate, tri-basic .....	.03 ¼ @ .03 ¾
Zinc oxide .....	.06 ½ @

06 1/4

06 1/4

01 1/2

.12

.61

.11 3/4  
.09 1/2  
.06  
.05

\$4.50  
4.95  
5.80  
6.25  
6.45  
6.60  
3.80

1.60

6.00

.06%  
4.00

2.09

3.59

.02 1/4  
.03 1/4

*Turner*